“Voices for Change”

Improving the enabling environment for adolescent girls and women in Nigeria

Final Draft Business Case

23 January 2013
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**Acronyms and Abbreviations**

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<tr>
<td>ABC</td>
<td>Attitude and Behaviour Change</td>
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<td>ABM</td>
<td>Adolescent Boys and Men</td>
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<td>AGE</td>
<td>Adolescent Girls Empowerment</td>
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<td>AGW</td>
<td>Adolescent Girls and Women</td>
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<td>AWID</td>
<td>Association for Women's Rights in Development</td>
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<td>C4C</td>
<td>Coalitions for Change</td>
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<td>CBN</td>
<td>Central Bank of Nigeria</td>
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<td>CEDAW</td>
<td>Convention for the Elimination of All forms of Discrimination Against Women</td>
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<td>CEDPA</td>
<td>Centre for Development and Population Activities</td>
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<td>CIA</td>
<td>Canadian International Development Agency</td>
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<td>CISLAC</td>
<td>Civil Society Legislative Advocacy Centre</td>
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<td>CME</td>
<td>Coordinating Minister for the Economy</td>
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<td>CSAGE</td>
<td>Community Spaces for Adolescent Girls' Empowerment</td>
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<td>CWIQ</td>
<td>Core Welfare Indicators Questionnaire</td>
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<td>DFID</td>
<td>Department For International Development</td>
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<td>DFIDN</td>
<td>DFID Nigeria</td>
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<td>EFInA</td>
<td>Enhancing Financial Innovation &amp; Access</td>
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<td>ESSPIN</td>
<td>Education Sector Support Programme in Nigeria</td>
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<td>EIU</td>
<td>Economist Intelligence Unit</td>
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<tr>
<td>ERA</td>
<td>Environmental Rights Action</td>
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<tr>
<td>FADAMA</td>
<td>World Bank Irrigable Land Programme (Hausa term)</td>
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<tr>
<td>FGC/M</td>
<td>Female Genital Cutting/Mutilation</td>
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<td>FIDA</td>
<td>International Federation of Women Lawyers</td>
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<td>GEMS</td>
<td>Growth and Employment in States</td>
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<td>GEWE</td>
<td>Gender Equality and Women’s Empowerment</td>
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<td>HH</td>
<td>Household</td>
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<tr>
<td>ICEED</td>
<td>International Centre for Clean Energy, Environment and Development</td>
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<td>INEC</td>
<td>Independent National Election Commission</td>
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<td>MDGs</td>
<td>Millennium Development Goals</td>
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<td>MIND</td>
<td>Media, Information &amp; Narrative Development</td>
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<td>MoF</td>
<td>Ministry of Finance</td>
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<td>MoWA</td>
<td>Ministry of Women’s Affairs</td>
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<td>NAO</td>
<td>National Audit Office</td>
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<td>National Insurance Commission</td>
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<td>NBS</td>
<td>National Bureau of Statistics</td>
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<td>NGO</td>
<td>Non Governmental Organisation</td>
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<td>Nigeria CAN</td>
<td>Nigeria Climate Action Network</td>
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<td>OECD</td>
<td>Organisation for Economic Cooperation and Development</td>
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<td>OPEC</td>
<td>Organisation of the Petroleum Exporting Countries</td>
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<tr>
<td>OSSAP-MDGs</td>
<td>Office of the Special Assistant to the President on the MDGs</td>
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<tr>
<td>PATHS</td>
<td>Partnership for Transforming Health Systems</td>
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<td>PLAC</td>
<td>Policy and Legal Advocacy Centre</td>
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<td>RCT</td>
<td>Randomised Control Trial</td>
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<td>RHV</td>
<td>Raising Her Voice</td>
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<td>SIGI</td>
<td>Social Institutions and Gender Index</td>
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<tr>
<td>Acronym</td>
<td>Full Name</td>
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<tr>
<td>TA</td>
<td>Technical Assistance</td>
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<td>TICD</td>
<td>Theatre for Development Centre</td>
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<td>UN</td>
<td>United Nations</td>
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<td>UNIFEM</td>
<td>United Nations Fund for Women</td>
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<td>USAID</td>
<td>US Agency for International Development</td>
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<td>V4C</td>
<td>Voices for Change Programme</td>
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<td>VAWG</td>
<td>Violence Against Women and Girls</td>
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<td>VSO</td>
<td>Voluntary Service Overseas</td>
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<td>WB</td>
<td>World Bank</td>
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<td>WEP</td>
<td>Women's Environmental Programme</td>
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<td>WRAPA</td>
<td>Women's Rights Advancement and Protection Alternative</td>
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I. Intervention Summary

A. What support will the UK provide?

1. The UK will spend £36.2m over 5 years (2013/14–2016/17) to strengthen the enabling environment for and improve the lives of adolescent girls and women in Nigeria.

B. Why is UK support required?

What need are we trying to address?

2. Nigeria is a large and growing economy – the 2nd largest in Africa and growing at more than 7% per annum. Nigeria is also the largest country by far in Africa: 167 million people. Nearly 1 in 4 of the people in sub–Saharan Africa live in Nigeria.

3. However, for many Nigerians this wealth is not being converted into well–being, and girls and women are foremost among those being left behind.

4. What sex you are, where you live and which ethnic group you are from are powerful determinants of your life chances. If you are a woman living in northern Nigeria the likelihood of completing school, getting a job and surviving until adulthood is much smaller than for men. In the league table of equality between men and women, Nigeria is 118th out of 134. In the state of Jigawa 80% of women cannot read, and their daughters are not faring much better. In the north only a third of adolescent girls can read a sentence whereas in the south over 90% can. Tolerance and practice of violence against women and girls is highest in the South.

5. Nigeria must tackle these inequalities between men and women and the north and the south if it is to make the most of its potential and achieve the MDGs. And if Nigeria succeeds, Africa succeeds.

6. The causes of these inequalities between men and women are found in a complex mix of economic, political, historical and social factors which create an environment in which girls and women continue to be under–educated, undervalued, under–represented, unprotected and underachieving. Girls and women don’t have the skills and knowledge to climb out of poverty; the attitudes and behaviour of those around them constitute further barriers; and the rules and laws that are supposed to help them are weak and unenforced. Together these factors create a disabling environment in which adolescent girls and women face multiple obstacles in taking control of their lives so as to reap the benefit of living in a country that is so wealthy and has so much potential to offer its citizens.

What will we do to tackle this problem?

7. This programme will kick–start a process of turning this situation around by working both with adolescent girls and women (AGW) themselves and those around them – particularly boys and young men – and in Nigeria at large to create an environment which values and supports girls and women
and provides them with access to the opportunities that should rightly be theirs.

8. The “Voices for Change” programme will provide support in three key areas that together will improve the enabling environment for adolescent girls and women so that they can realise their potential and play an equal part in Nigeria’s development. The programme outputs will be:

   i) Increased power of AGW to make informed choices and control decisions
   ii) Discrimination challenged and value of AGWs increased
   iii) Strengthened legal frameworks and political commitments for AGW

Work in these areas will be underpinned by a cross-cutting output:

   iv) Strengthened evidence base and capacity for GEWE

9. All outputs will be driven by a communications component working with new media channels and technologies to enlist broad-based support and create momentum for social change.

**Who will run the programme?**

10. A team of contracted consultants will manage the programme. The community spaces programme for adolescent girls will be delivered by the Population Council, an international NGO.

**C. What are the expected results?**

11. The impact of this programme will be: ‘AGWs get improved access to health, education, economic opportunity and justice’.

12. The outcome of the programme will be: ‘The enabling environment for AGW’s empowerment in Nigeria strengthened’.

13. Key results are:

   i) 120,000 AGW with improved life and social skills;
   ii) A community of 2.75 million people with improved knowledge and attitudes that challenges gendered social discrimination;
   iii) Key influencers, including 12,000 boys and men and 4,600 leaders, with improved skills and attitudes to AGW;
   iv) Greater inclusion of AGW issues in political and governance processes (including 2 bills progressed and increased budget for AGW);
   v) Key audiences are more knowledgeable on how to improve the enabling environment for AGW (including 700 AGW experts and researchers trained); One-stop e-shop for Nigerian gender reports and research established and used and 2 Biennial landmark research reports on the enabling environment in Nigeria disseminated and used by policy makers, programmes and practitioners.
II. Strategic Case

A. Context and need for DFID intervention

*Country context*

14. Nigeria is a large, diverse middle-income country in which tradition and modernity exist alongside and influence each other. Diverse traditional cultural and social practices related to marriage, naming ceremonies, the ties of kinship and family, traditional systems of political governance and religion contribute to a strong sense of local and national identity and community. Alongside this rich mixture of social and cultural history and tradition, Nigeria is a member of OPEC, host to a vibrant and growing film industry and one of the most internet-connected countries in Africa. There is a growing middle class and one of the largest and fastest growing populations of mobile phone and social media users on the continent.¹

15. The high proportion of young people in the Nigerian population (43% below 15 years)² and an emerging youth culture provides a real opportunity for change, if these energies can be harnessed and channelled constructively. According to the Economist magazine “Over half of all city-dwellers will be under 18 and every African election in 2013 will be decided by first-time voters”³.

16. The size, wealth and diversity of Nigeria create challenges as well as opportunities. There are 167 million Nigerians in 350 ethnic groups speaking 521 different languages. There is extreme inequality and regional, ethnic and religious differences, high levels of poverty alongside significant wealth and insecurity, and high levels of interpersonal violence and weak governance. Combined with the reliance of the government on oil revenues these have created a political, economic and social culture based on patronage and rent-seeking rather than merit, fairness and transparency. There are many vested interests and change is not easy to achieve.⁴

*The situation of adolescent girls and women*

17. Some social and cultural norms and traditional practices put girls and women at a disadvantage and limit their opportunities.⁵ The poor situation of women and girls also acts as a brake on wider developments, and particularly in the North.⁶ In Nigeria:

   i) Every 10 minutes a woman dies in childbirth.
   ii) In the North only 4% of girls complete secondary school.
   iii) In the North 70% of girls and women cannot read or write.
   iv) At least a third of 15–24 year old women have been subjected to violence, with levels higher in the South than the North.
   v) Female genital mutilation (FGM) is widely practised across Nigeria and more so in the South. Nigeria accounts for about one quarter of circumcised women globally.⁷

18. AGW throughout Nigeria experience systematic disadvantage and discrimination. This is most acute in poorer sections of society and in poorer
parts of the country. In the Yoruba and Igbo culture women do not inherit. Harmful traditional widowhood rites continue to be practiced, especially in the South.

19. Nigeria is 118th out of 134 countries in the Gender Equality Index. Girls and women have less access than men to basic services because of practices of seclusion and other restrictions on their mobility. These same barriers also limit their economic opportunities, visibility and voice. Violence reinforces this disadvantage and exclusion.⁸

**AGW are socially isolated, have few life skills and low self-esteem**

20. Poor AGW are at a particular disadvantage, especially in Northern Nigeria. Overcoming this disadvantage is made harder by their social isolation: they are secluded after marriage and isolated from their family and friends.

21. Girls’ clubs or ‘safe spaces’ can help overcome this isolation. By bringing girls together with the support of a mentor, girls and women have better access to information, can learn negotiation, leadership and life skills, build their social networks and confidence, and increase their access to material assets and resources.⁹

22. The experience in Nigeria of girls’ clubs has been positive.¹⁰ They now need to be built on and scaled-up to create a critical mass of girls and women with the skills and confidence to take more control of their lives and contribute to their communities’ development.

**Violence against women and girls is common and tolerated**

23. 40%–68% of 15–24 year old females in Northern Nigeria say it is reasonable for husbands to beat their wives for refusing sex, going out without permission or for burning food. Nearly half of the unmarried women in some parts of Southern Nigeria have experienced physical violence.¹¹

24. Current law does not offer AGW much protection or recourse. Only four Nigerian states have enacted domestic violence laws and only six have laws against FGM.¹² The plurality of the legal system (Federal, State, Sharia and Customary) makes it even harder for AGW to seek redress. Violence and the fear of violence faced by AGW limit their lives and opportunities. VAWG is condoned because society accepts it as normal. There is need to tackle these social norms and replace them with attitudes that value and respect AGW and support more progressive legislation on this.

25. Conflict-related violence is a growing concern. Similarly to many other African countries, Nigeria appears to be affected by a ‘continuum of violence’, in which escalations of VAWG in the armed conflict areas may not be a complete aberration but an intensification of an already-high level of tolerance for violence.¹³

**Women are under-represented in the workforce and have few assets**

26. Only 39% of women have a paid job, compared to 74% of men.¹⁴ Only 15% of Nigerian women have a bank account, own land or a house compared to 85% of men.¹⁵ If the barriers to women working outside the home and
running businesses were overcome, women and wider society would benefit. However, the dominant position of men is largely accepted and there is no sufficiently large and influential group of people prepared to challenge the status quo.

**Attitudes and behaviour to women and girls: left out and left behind**

27. Social institutions are the single most important factor in determining whether women are included in and benefit from development or are left out and left behind.\(^{16}\) Formal and informal social and cultural norms, laws, traditions and codes of conduct shape attitudes and behaviour towards girls and women and boys and men.\(^{17}\)

28. Nigeria was ranked 79\(^{th}\) out of 86 countries in the Social Institutions and Gender Index (SIGI) relative to five social institutions: discriminatory family codes, restricted physical integrity, son bias/preference, restricted resources and entitlements and restricted civil liberties.\(^{18}\)

29. In Nigeria these social institutions play out in different ways in different parts of the country and lead to inequalities in assets, inheritance, treatment of children (education, health care, opportunities), burden of care in the household and VAWG.

30. While there are relatively strong national policies on gender equality, they don’t make their way into practice. Gender equality and raising the status of women and girls is seen as a trivial and marginal issue and is not discussed by men and boys or decision makers, along with many AGW. There is also limited discussion of how attitudes and behaviour affect development. If progress is going to be made on gender equality then these social norms and institutions need to change. This entails working with men as well as women.

31. International evidence demonstrates the importance of a broad-based national women’s movement in achieving this social change: such a movement does not exist in Nigeria.\(^{19}\) While such a movement does not exist in Nigeria, there are examples of progressive social change led by women. But they are not widely known and are not part of a wider organised movement for change.\(^{20}\) There are, however, gender activists throughout the country and issue-driven networks of women’s organisations who are working for change. While many are localised or narrowly focused they provide a nucleus for scaling up through building alliances and establishing common ground, thus strengthening movements. An e-discussion hosted by V4C revealed a clear appetite among GEWE activists for platforms to bring together new ideas on promoting gender equality and to engage and support adolescent girls and young women not currently involved.\(^{21}\)

32. Additional opportunities are presented by wider social movements, with different but complementary agendas, to forge alliances with the women’s movements in challenging social norms and dominant assumptions. Such movements are wider than organized civil society but are more than one-off short-lived mobilizations. When citizens organize through campaigns and protests that are sustained over time and geographic area they can be called a social movement.\(^{22}\) There are such nascent movements in Nigeria, as was shown when the fuel subsidy protests expanded to address wider
accountability and corruption issues. Examples of potential allies include movements for environmental change; grassroots citizens mobilization such as the Occupy Nigeria movement; and the Movement for the Survival of the Ogoni People, who produced a bill of rights that was adopted by local leaders after ‘massive grassroots mobilization’ and in which the Ogoni set out their demands for political autonomy.\textsuperscript{23}

33. Engaging men who are opinion leaders and working with the whole community rather than just with girls and women has led to successful and progressive change in Nigeria in the North and South.\textsuperscript{24} Men who provide positive role models often work alone without a strong visible, support network or alliance.\textsuperscript{25} They need to be brought together and supported, and the existing positive examples already taking place at community level, where ordinary people can act as role models and advocates, need to be built on. Evidence shows that the most successful interventions with men and boys are those that use peer groups and which challenge existing hegemonic masculinities.\textsuperscript{26}

\textit{Rules and laws: weak, contradictory and unenforced}

34. The federal–state relationship in Nigeria and the multiplicity of legal frameworks including judicial, customary and Sharia Law make it difficult to strengthen, streamline and harmonise the legislative framework to promote gender equality and women’s rights. For example, the 1999 Federal Constitution of Nigeria endorses child marriage when it proclaims that every woman who is married shall be regarded as an adult. Also the penal code endorses wife battery when it proclaims that wives may be corrected provided grievous harm is not inflicted.\textsuperscript{27}

35. Nigeria has ratified the Optional Protocol to CEDAW (2004) and two regional instruments, the African Union Protocol on the Right of Women in Africa and the Solemn Declaration on Gender Equality in Africa. However these have not been domesticated and there was a major setback for women’s rights activists in 2007 when attempts at domesticating CEDAW were unsuccessful. Detractors labelled it as going against Sharia in the North and as a pro-abortion law in the South.\textsuperscript{28}

36. Women in formal employment are paid less than men, even when their educational qualifications are the same or better, and this inequality has grown since 1999. Women occupy fewer than 30% of all posts in the public sector and only 17% of senior positions.\textsuperscript{29} There is insufficient regulation and enforcement to counteract this institutionalised discrimination. But there are some promising entry points. For example, the Central Bank of Nigeria has introduced quotas for women in the workforce and in positions of authority as an element of its sustainable banking principles.\textsuperscript{30}

37. There is a limited number of strong, visible female leaders and positive female role models. In politics the level of female representation is particularly low. In the 2011 elections only 6% of posts went to women despite a pledge by the President to achieve 35%\textsuperscript{31}. However, despite the low numbers of women elected, the President has appointed women to 35% of posts in his cabinet, which provides evidence of commitment and a real opportunity.
**Evidence for action: fragmented and patchy**

38. Evidence on the situation of girls and women is limited. In particular there is insufficient information at state level. The National Bureau of Statistics is getting more support from donors and is slowly making improvements but there is long way to go. More and better research and evidence is needed to inform policy and support advocacy and campaigns for social change.

39. One exception, and an illustration of what can be done, is the *Gender in Nigeria* report commissioned by DFID.\(^{32}\) For the first time this brought together a compelling set of evidence on girls and women in Nigeria and is being used to raise awareness and support the arguments for faster progress in improving the status of girls and women. The report calls for further research on a number of issues related to the enabling environment and on operational issues about what works and what does not. Such evidence will support the economic and development arguments for improving the situation of girls and women, inform the development of policy, and provide content for advocacy and communications campaigns.

**What is already being done?**

40. Mapping by V4C and a 2011 study\(^{33}\) indicate that most interventions are focused on the short-term and practical needs of girls and women, with a particular emphasis on education and health.\(^{34}\) Eight of 14 donors and international NGOs included in the 2011 study who operate in the North support work on gender but mostly through gender mainstreaming in sector programmes, rather than gender specific interventions. In particular the study identified a paucity of support for women’s participation in decision-making and politics and in the environment. The same study found that women’s organisations and NGOs had experienced a dearth of funding for gender specific work over the previous five years.

41. UN Women, in partnership with UNICEF, and with support from the EU, will jointly implement a programme in 2013 to increase women’s participation in peace building in Northern Nigeria. The organisation promotes domestication of CEDAW and affirmative action quotas, and works closely with the Ministry of Women’s Affairs (MoWA). The World Bank (WB) is undertaking research on the FADAMA agriculture programme, which it funds jointly with the Federal Government of Nigeria, to determine if promising reports of results for women can be validated and if these are being translated into impact benefits. As with the main bilateral agencies, including CIDA, most WB programmes and projects in Nigeria have a gender component. The WB promotes the collection, analysis and use of sex-disaggregated data.

42. There are a number of NGO initiatives that seek to create adolescent girls’ access to sexual and reproductive health information and services, and interventions that respond to VAWG. Action Health Incorporated (AHI) and Adolescent Health Information Programme (AHIP) provide such services and also vocational training for girls (including married girls) in Northern Nigeria. Girl Power Initiative (GPI) provides curriculum-based life-skills training for girls. All have received funding in recent years from MacArthur Foundation but indicate that their work is ‘a drop in the ocean’ and that more could be done if resources were available and sustained.\(^{35}\)
43. DFID-N has set results for all four pillars of the *Strategic Vision for Girls and Women* and there has been a major push on existing programmes along with interlinked new programmes to achieve these. One example is work by ESSPIN (Education Sector Support Programme in Nigeria) to break cultural and religious barriers to girls’ education, including tackling early marriage. In some States, (Lagos, Kaduna and Jigawa), SAVI’s (States Accountability and Voice Initiative) partners have formed platforms for engagement on gender issues, which can be a resource for V4C. The centrally funded DFID programme Raising Her Voice, through WRAPA (a local NGO and consortium member of V4C), has successfully helped create alliances of CSOs and Faith Based Organisations to work on women’s right issues.

44. Girl Hub, an alliance between the Nike Foundation and DFID, is active in Nigeria, raising the profile of adolescent girls. The organisation is planning to expand its activities and to work with partners such as the Population Council in six states in the North to promote attention to adolescent girls needs. V4C will work closely with Girl Hub and Population Council to maximise the effectiveness of one another’s work.

45. The existence of reformers and powerful gender advocates such as the Minister of Finance (MOF) and the Governor of the Central Bank of Nigeria (CBN) creates entry points for change. The CBN Governor has instituted workplace affirmative action quotas for women, and promoted the design of products and services that address women’s needs. The positive response and buy-in by champions of change at state level generated by dissemination of the *Gender in Nigeria* report indicate that there are entry points that can be capitalised on towards positive change. An example is the creation of a budget of £12 million for girls and women in the 2013 budget, spearheaded by the MOF/Coordinating Minister for the Economy (CME) and involving five line ministries delivering innovative services to poor girls and women. This initiative was included in the President’s budget speech and has attracted considerable media attention. V4C provided technical assistance support to the MOF through the Strategic Innovations Fund.

46. What are missing are programmes at any scale tackling the social and institutional discrimination that girls and women encounter i.e. the enabling environment.

**The need for DFID intervention**

47. The programme responds to DFID’s Business Plan and will help deliver the results set out in DFID’s corporate Strategic Vision for Girls and Women – both (a) the four ‘concrete pillars’: delay of first pregnancy and support safe childbirth; economic assets directed to girls and women; get girls through secondary school; prevent violence against women; and (b) the ‘foundation’ i.e. the enabling environment. It focuses on the latter by tackling the underlying causes of the poor performance in the concrete pillars by removing the social, economic and political barriers to adolescent girls benefiting from Nigeria’s development.

48. The overall objective of V4C is to strengthen the enabling environment for the empowerment of adolescent girls and women (AGW). As defined in the Strategic Vision an enabling environment is one which:
i) Challenges discrimination against AGW.

ii) Provides effective legal frameworks to protect AGW rights.

iii) Increases the value given AGW by society (including by men and boys).

iv) Increases the power of AGW to make informed choices and control decisions that affect them.

v) Promotes women’s participation in politics.

vi) Has political commitment to services and opportunities for AGW.

vii) Leads to men learning the value this transformation will bring to their families, their communities, and themselves.

49. Other DFID programmes will benefit from the V4C programme. By improving the enabling environment for girls and women, programmes to improve the health, education and economic well-being of girls and women will be more effective and produce more sustainable results.

50. The Voices for Change programme will contribute to the objectives and results of the DFID-N Operational Plan 2011-2015, which promises a ‘big push to provide more opportunities for AGW across the programme’; and to the DFID-N Gender Strategy 2011-2015 which aims to put AGW at the centre of its work and to better understand and address attitudes, behaviours and social norms that constrain AGW. V4C will underpin expected results from DFID investments in programmes targeting AGW human capital (health, education, nutrition) and their economic assets such as Enhancing Financial Innovation and Access (EFInA) and Growth and Employment in States (GEMS). It will do this by addressing the underlying causes of AGW disempowerment which limit their ability to benefit from and influence services, programmes and development outcomes, and by providing programmes with suggestions on how they can increase their responsiveness to AGW. There is the potential for linkages between V4C and DFID programmes operating in similar geographical areas and through provision of support on GEWE to programmes.

51. There is a strong case for DFID to do more to promote gender equality in Nigeria. First, the need is great. For a country with so much potential wealth, to fail to ensure that so many of its citizens – i.e. girls and women – benefit from that wealth is a significant lost opportunity, and which when lost, is lost for a generation. Secondly, what is good for AGW now is good for the country in the future. If the lives of girls and women are improved now there will be an impact not just on their lives but also on those of future generations.

52. The Programme is in line with the Federal National Gender Policy (2006) and the Federal Strategic Gender Framework 2008–2013 which identifies for attention changing gender perceptions and stereotypes; legislation; women’s political participation; and new partnerships with men’s organisations, with traditional institutions and with faith based organisations.

53. Not to support the programme would be to miss an opportunity to make the most of the momentum for change which exists, and the untapped potential to mobilise for change particularly amongst young people in Nigeria,
as evidenced by the fuel subsidy protests in 2012, and to harness this constructively for positive new attitudes and, ultimately, better social norms related to AGW.

B. Impact, outcome, outputs and results

54. The impact of this programme will be: ‘AGW get improved access to health, education, economic opportunity and justice’. This will contribute to the achievement of all the MDGs. This is a long-term process of social change that will take place over a generation. Within the lifetime of this programme the foundations for this will be built.

55. The outcome of the programme will be: ‘The enabling environment for AGW’s empowerment in Nigeria strengthened’. Achieving this will require changes in attitudes and norms that hold back AGW and the creation of opportunities for all AGW, as well as boys and men, to grow and develop without the restrictions of preconceptions, unjust practices or violence. Central to achieving this is changing attitudes and norms that restrain AGW and prevent them from becoming what they want to be and, at the same time, enabling them to contribute more fully to the development and future of Nigeria. A solid foundation and measurable building blocks for this change will be achieved in this programme.

56. The programme will tackle the underlying causes of inequality between girls and boys and women and men by working towards 5 outputs in three interrelated streams of activity supported by a cross-cutting research and evidence component.

*Increased AGW power to make informed choices and control decisions*

i) 120,000 AGW with improved life and social skills;

*Discrimination challenged and value of AGW increased*

ii) A community of 2.75 million people with improved knowledge and attitudes that challenges gendered social discrimination;

iii) Key influencers, including 12,000 boys and men and 4,000 leaders, with improved skills and attitudes to AGW;

*Strengthened legal frameworks and political commitments for AGW*

iv) Greater inclusion of AGW issues in political and governance processes (including 2 bills progressed and increased budget for AGW);

*Strengthened evidence base and capacity for GEWE*

v) Key audiences are more knowledgeable on how to improve the enabling environment for AGW (including 700 AGW experts and researchers trained); One-stop e-shop for Nigerian gender reports and research established and used and 2 Biennial landmark research reports on the enabling environment in Nigeria.
III. Appraisal Case

A. What are the feasible options that address the need set out in the strategic case?

Theory of change

57. Nigeria is a large, diverse and wealthy country that has yet to translate its wealth into well-being for the majority of its citizens. Foremost among those left behind are girls and women. The reasons for this are complex and relate to Nigeria’s colonial history and its relative democratic youth, and a reliance on oil revenues that hinders development of a responsive and accountable government. The rich cultural and social diversity of Nigeria, while an important element in Nigeria’s national identity, also fuels divisions between groups and regions of the country. This hinders the emergence of nationwide solidarity movements that could represent the interests of marginalised and disadvantaged groups such as AGW.

58. While progress can be made in women’s health, education, economic empowerment and in tackling violence against women, the impact will be limited by the wider enabling environment for girls and women: the attitudes, behaviour and social norms which constrain adolescent girls’ and women’s lives and which perpetuate exclusion and poverty. Changing the enabling environment will have a long-term impact on the well-being of girls and women.

59. Delivering this entails changing norms and standards, and attitudes and behaviour towards girls and women. This will take time. Working now with girls and boys will produce changes in attitude and behaviour when they are adults in ten years or more. So it is unlikely that major shifts in attitude and behaviour will be seen in the life of this programme.

60. But the foundations will be built for a process of social change that will over time gather momentum by reinforcing and then in turn building on other changes taking place in Nigeria: economic growth, improvements in health and education, increasing democratisation and accountability and a rise in people’s expectations of government and society more generally.

61. Building these foundations for social change requires coordinated action in three areas:

   i) The priority for poor AGW, particularly in the north, is direct support to help them be more autonomous and in control of their lives, be more secure, have better health and education and be financially independent.

   ii) Direct support for AGW must be accompanied by interventions to encourage and support a change in the attitude and behaviour of boys and men (and society more generally) towards girls and women.

   iii) To reinforce efforts to improve AGW’s health and education, provide them with financial independence and security, and to
change the attitude and behaviour of boys and men towards women the legal framework also needs to support improvements in gender equality and the status of women.

62. These overlapping priorities and how they operate together to deliver change in the enabling environment and through this, improvements in the status of women, are illustrated in Figure 1 (page 13). The figure simplifies what is a complex process of social change. Change in one of the arenas – the individual, the community and in society more widely – influences and interacts with change taking place in another. For example, girls and women becoming more effective at demanding their rights can more easily take place if there are concomitant changes in the attitude and behaviour of the people around them. And changes in the laws and rules will ensure they reinforce rather than undermine the changes we are seeking in attitudes and behaviour. These three thematic priorities or “streams” are the basis for the design of the programme options. They are:

i) Support to girls and women so they make better–informed choices and control decisions on issues that affect their lives.

ii) Promote more positive attitudes and behaviour towards and eliminate discrimination against girls & women.

iii) Promote more effective laws and greater political commitment to improved services and opportunities for girls and women.

63. A number of assumptions underpin the theory of change and the implementation of the programme. The principal ones are:

Theoretical assumptions

i) AGW want to become more empowered and take more control of their lives and are prepared to take the risks that going down this road entails.

ii) It’s not too late to influence the attitudes and behaviour of boys and young men towards GEWE by the time they are teenagers or older.

iii) The poor enabling environment is a binding constraint on AGW achieving better health, education and economic outcomes.

Practical (implementation) assumptions

i) Access to new media, social networks and communications technology is sufficient or will soon be sufficient to support the scale of activity being envisaged.

ii) Other programmes to improve the quality of health and education services will be effective so that together with improvements in the enabling environment delivered under this programme, they will lead to better health, education and economic welfare for AGW.

64. These assumptions have been examined during the design phase and have been found valid. The evidence to support this conclusion is in Annex F. The implementation assumptions are also in the logical framework (Annex A).
Figure 1: Theory of change

AGWs get improved access to health, education, economic opportunities and justice

The enabling environment for adolescent girls and women in Nigeria strengthened

Women and girls more able to make informed choices and control decisions that affect them.

Adolescent girls and women provided with improved life, leadership and social skills.

Improve skills and knowledge of AGW and participation in decision making.

Attitudes, behaviours and social norms no longer constrain adolescent girls' and women's lives and perpetuate exclusion and poverty.

Improved knowledge and attitudes among men and boys and society at large that challenge gendered social discrimination.

Media and communication programme to transform attitudes and behaviour towards adolescent girls and women.

Laws protect women's and girls' rights, enable them to own, inherit and control assets, and protect them from violence, FGM, early marriage and other harmful practices.

Laws on gender equality and violence against women passed and being implemented, and planning, funding and delivery of government programmes taking full account of the needs of girls and women.

Support to develop laws on GEWE and improve planning and budgeting.

Support to nationwide women's movement.

Research and evidence gathering

Obstacle: girls and women lack skills to promote GEWE, few positive role models.

Obstacle: Attitudes and behaviour do not support gender equality.

Obstacle: Laws, rules and mainstream government programmes do not support gender equality.

Key

Obstacle: The constraint we are addressing.

Action: the action we take to remove the obstacle.

Result: the results of our action.

Impact: the impact our actions will have on girls and women.
V4C’s approach to changing attitudes and behaviour

65. Changing attitudes and behaviour is essential to change the enabling environment. Key elements are having a critical mass of supporters; recruiting others; reaching the “tipping point”; open debate and visible individual and public commitment to change. It is also necessary to create an alternative vision and support for change, communicate this and a sense of urgency around it, create short-term wins, consolidate interim changes and institutionalise new approaches. It is important to focus on and reinforce the positive values that people already hold, and work to change the relative importance accorded to different values such that the desired value becomes the dominant one.

66. People’s attitudes and behaviour are influenced by norms and values that are in turn influenced by individual, social and wider environmental factors such as laws on gender equality. Working on one factor alone is rarely successful. V4C’s approach to communications will involve working on all three factors and use behavioural theory, segmentation and targeting of key audiences and sequencing of interventions to build momentum for change in social norms.

What are the design options?

67. A number of strategic choices were considered to arrive at two options for design and appraisal. Figure 2 illustrates the process of considering and deciding on these strategic choices and the route to the final two design options.

Figure 2: Strategic choices and options
Make DFID sector programmes more gender sensitive or change the wider enabling environment for girls and women?

68. An alternative to a programme focused on empowering women and promoting gender equality would be to integrate gender equality and the empowerment of women into DFID Nigeria’s other programmes. This was rejected as necessary but not sufficient to promote a wider step-change in attitudes and behaviour and improve the enabling environment beyond the reach of DFID programmes. Also, the opportunity to strengthen the national evidence base and expertise in gender equality and improve the legal framework for gender equality would be missed.

Concentrate on one stream or work in all three?

69. Concentrating on one stream (see Figure 1) would be justified in a country where progress had been made in achieving gender equality in human development, but where barriers to women’s involvement in community and national politics remained. Similarly, in a country where the overall status of women was good but a particular minority group of women were excluded it would make sense to have a programme focused on this particular group. This is not the case in Nigeria where many different groups of women are disadvantaged and excluded in multiple ways and where the causes of this exclusion are found within the home, the community and in society at large.

70. This conclusion is reinforced by an analysis of the political economy of gender equality and the empowerment of women (GEWE) in Nigeria and by the application of the theory of change to Nigeria. These indicate that it is essential to work directly with girls and women, and on the social, economic and political environment in which they live.

71. Finally, if other organisations were working effectively on the thematic priorities not directly targeted by the programme, there would be a case for concentrating on one thematic priority. However, V4C mapping and this appraisal has revealed that although other organisations are active in some of the areas, they are not operating at sufficient scale or in a sufficiently coordinated fashion; and opportunities for synergy and collaboration are being missed.

Delivery channels: Work with institutions already working on gender equality or include work with new institutions?

72. An analysis of existing organisations revealed that the women’s machinery in Nigeria (state and civil society institutions working on gender issues), while it plays a contributory role, does not have the capacity to spearhead the transformational change that V4C seeks. There is need to encompass other partners such as those working with new media and communications channels that are fast evolving in Nigeria. These have the potential to leverage and contribute to more widespread social change. So the decision was taken to work more widely and include organisations that have not been directly involved in gender equality and women’s empowerment as well as organisations already working on GEWE.
Design Options: focus on a specific group of girls and women, or work more broadly?

73. The final strategic choice for programme design is how much of the wider enabling environment to take on. There are two feasible design options that differ in the degree to which they directly focus on the needs of the principal target group of poorer AGW or adopt a society-wide approach as the means for generating momentum for change in the enabling environment for AGW. There is also a “do nothing” option. Both options build the foundations for a long-term process of social change that will take a generation to have a long-term and widespread impact.

74. **Option 1** focuses principally on AGW in poorer households in selected DFID target states and promoting changes in the enabling environment that are of most immediate and daily relevance to them. The centre of gravity of the programme would be at the level of the individual, family, household and community. This is the arena in which communications would seek to change attitudes and behaviour. Activities at state and federal level would be supported if they were relevant to the immediate needs of the principal target group.

75. **Option 2** widens the target group and aims to deliver changes in a broader enabling environment and for the impact to be sustained. This would entail including in the programme working directly with AGW who are not among the poorest, and working with boys and men. It would include work to change the wider enabling environment relevant to AGW needs, in particular the national legal framework, and wider social and cultural attitudes. Engaging with and influencing this wider group will broaden the foundations of and add momentum to the process of social change, and improve the likelihood of both poor and non-poor AGW being able to use acquired skills to accrue further benefits.

76. The two options are summarised in Table 1. Under the “do nothing” option no additional resources would be provided to V4C and to the extent possible, existing DFID programmes would be used to achieve the programme objectives.
Table 1: Comparison of options

<table>
<thead>
<tr>
<th></th>
<th>Option 1: <em>iChange</em></th>
<th>Option 2: <em>WeChange</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Key feature of option</td>
<td>Focus effort on a cohort of individual AGW in poor households and her immediate</td>
<td>Support and put momentum behind a nationwide campaign to change attitude and</td>
</tr>
<tr>
<td></td>
<td>environment and influencers.</td>
<td>behaviour towards AGW.</td>
</tr>
<tr>
<td>Principal geographical focus</td>
<td>Targeted poor AGW in selected communities and Local Government Areas of 2 northern</td>
<td>Social attitudes and behaviour change communications thrust targeting AGW, boys</td>
</tr>
<tr>
<td></td>
<td>states and 2 other states, with programmes to increase life and social skills.</td>
<td>and men and opinion leaders nationwide and in 2 Northern and 2 other states.</td>
</tr>
<tr>
<td>Chief results</td>
<td>Greater numbers of direct AGW with improved life and social skills. Fewer</td>
<td>Measurable progress in attitudinal change towards AGW of around 2.75 million</td>
</tr>
<tr>
<td></td>
<td>numbers with attitude change towards AGW across a much smaller subset of society</td>
<td>people in society, including boys and men. Smaller number of directly supported</td>
</tr>
<tr>
<td></td>
<td>(AGW household members; local leaders and influencers)</td>
<td>AGW with improved life and social skills.</td>
</tr>
<tr>
<td>Key partners</td>
<td>Civil society and women's organisations.</td>
<td>Civil society and women's organisations, conventional and new media organisations,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>youth opinion formers and leaders.</td>
</tr>
</tbody>
</table>

**Appraisal of options and evidence to support the selection of activities**

77. A detailed description of the programme components and the evidence that supports their selection is provided in Annex D and Annex F. A summary of the evidence is below.

78. The principal programme components are:

i) Stream 1: Support to adolescent girls and young women to make informed choices and control decisions that affect them including a stand-alone grant to Population Council for their CSAGE.

ii) Stream 2: Challenging discrimination and increasing the value of AGWs by working with boys and young men and through new social media networks and communications activities.

iii) Stream 3: Strengthening the legal framework for and political commitments to gender equality services and opportunities.

iv) Improving the evidence base and capacity on GEWE

v) A Strategic Opportunities Fund to allow V4C to respond rapidly to additional needs and opportunities.

79. The economic appraisal (see below) concludes that both options are cost effective but that Option 2 is likely to be better value for money.

80. What sets Option 2 apart from Option 1 is:
i) A shift in scope to widen the focus from the individual AGW to the wider social environment and influences.

ii) A shift in the Attitude and Behaviour Change (ABC) work to include mass media campaigns and new media.

iii) An expanded view of ‘champions’ to include influencers from mothers-in-law to the local imam to Nollywood and football celebrities.

iv) An increased focus on working with men and boys for GEWE.

v) Working with and bringing together women’s movements around key issues, and working with other social movements to include GEWE in their work.

81. Together these contribute to building a more broad-based foundation for social change. Option 1 would comprise the same components, so the same appraisal criteria for each component apply, but the balance of effort and resources would be more tilted towards components focused on a defined target group of AGW, instead of the wider group that Option 2 enlists in the change programme.

82. There is evidence that option 2 will be more effective than option 1. Working with individuals is a necessary but insufficient component of behaviour change: for these changes to be possible and sustainable, their communities must also change, and these changes must be supported by formal structures.43

83. The evidence also shows that it is important to work with men and boys, as well as other key influencers in the community. Enlisting the middle class as a “powerful agent of change [can help] to expand prosperity to those left behind”.44 Evidence from Ghana shows that the middle class can influence poorer, marginalised groups through national NGOs and CSOs.45

84. The recommendation that option 2 is the preferred option rests on the following, in addition to the economic arguments:

i) Expanding the activity to change attitude and behaviour will provide a wider set of foundations for long-term behaviour change.

ii) The recent rapid development of new media and communications technologies provides opportunities to enlist the involvement and support of a wider range of people in promoting social change than has previously been possible. Although the evidence of how effective this would be in Nigeria is only just beginning to emerge, there is a strong case for engaging now and making the most of the opportunity.

iii) Building the evidence base, in particular on how new media and communications technologies can be used to deliver social change will be an important component of the programme. Were the programme to reduce its activity in this area, this opportunity would be lost.
Evidence that the components are necessary and will be effective

85. There is evidence to support the proposal to work across the three streams in the enabling environment: The 2012 World Development Report shows that it is necessary to work on a wide range of social norms, including those which influence men’s behaviour, people’s access to work and other economic opportunities, their rights, and their ability to organise and take collective action.46

86. The evidence shows that these streams are interdependent and success requires working not just with individuals but also with the wider community.47 The theory and experience of behaviour change programmes reinforce this conclusion: people’s individual behaviour is influenced by their reference groups.48 Evidence from India and Rwanda points to GEWE friendly laws and quotas changing girls’ and their families’ attitudes and behaviours towards AGW.4950. Evidence from Ku Saurara in Nigeria shows that there is a link between information and building of movements, e.g. through advocacy coalitions.51

Stream 1: Power for AGW to make informed choices and control decisions

87. There is medium-level evidence, drawn from Population Council ‘safe spaces’ model in Ethiopia, Bangladesh, India, Kenya, South Africa, Egypt and Uganda or from UNICEF child-friendly spaces model, that safe spaces are effective at providing AGWs with self-confidence, tools for self-expression, leadership skills and improved communication and knowledge and practical tools that allow them to take more control of their lives. Innovative activities include the use of sports and filmmaking. Evidence that the approach leads to AGs taking greater control of their lives is more limited. What evidence there is indicates that the family and community need to be engaged if skills and attitudes are to be translated into changed behaviour.52

88. To become leaders and agents of change AGW need a diverse range of avenues, opportunities and role models, including but not limited to activities within safe spaces. There is evidence that programmes that work with professional women and female students in higher education to increase their presence, capacity and participation in public life contribute to the establishment of a cadre of individuals with the skills, expertise and confidence to push social norms, gain economic entitlements and formal rights, and ability to organise for collective action. This evidence includes limited evidence from Vietnam, India, Liberia and Mali showing that the presence of women’s groups promoting entrepreneurship, mentoring girls in schools, the presence of empowered female politicians and police officers, and access to financial programmes for women in business benefit a broad range of AGW.53

89. The evidence indicates that V4C should directly address the needs of poor AGW through the safe spaces model alongside other approaches to providing safe spaces (e.g. virtual) and other support, coupled with work on the wider range of target groups envisaged in option 2. This range of interventions in different geographical areas will expand the target group and target more AGW within safe spaces programmes and also within professional fields to increase the number of women influencing and leading.
Stream 2: Challenging discrimination and increasing the value of AGW

90. There is evidence to show that work with groups of AGW is more effective when combined with interventions targeting her community and key influencers. Local-level ABC interventions such as 'edutainment', print and radio campaigns, and working with key influencers, can be effective, and are best when a multi-pronged approach is taken.

91. The evidence also shows that, in order to create changes in attitude and behaviour, it is necessary to intervene from both the top-down (mass media campaigns at the regional and national level) and the bottom-up (on-the-ground work with key influencers). There is evidence from outside Nigeria showing that mass media campaigns can indeed change attitudes and behaviours, though that these are most effective when supported by bottom-up work as well (see Evidence Annex F).

92. There is some, though limited evidence from Nigeria of effective ABC programmes. These include programmes with a combination of media campaigns and direct communication around FGM (Berg 2012); sex education accompanied with building self-esteem and positive relations between girls and boys or programmes on family planning and wider SRH issues.

93. The international evidence on ABC towards AGW comes mainly from the health sector and includes campaigns on sexual and reproductive health, FGM, VAWG and working with men and boys around GEWE issues. Successful interventions combine communications campaigns with on-the-ground interventions, including peer groups, work with champions, distribution of educational materials, and peer educators. Examples include the IMAGE programme in South Africa, which combines financial services with training on gender norms, HIV prevention, and communication and Instituto Promundo’s work with men and boys through ABC campaigns to raise awareness and change attitudes on VAWG.

94. The evidence highlights the need to involve traditional and non-traditional leaders as champions of AGW’s rights. Examples include training traditional leaders to be change agents around CEDAW in Cameroon and educating Imams in Nigeria to be agents of change around family planning. In DRC a media campaign that included a well-known rapper as a positive role model contributed to changes in male ABC towards VAWG.

95. Evidence shows that social media can be used effectively for social change. Because of the high levels of internet use and frustrations over relative lack of freedom, Howard et al (2012) suggest that Nigeria is among the top ten countries for which social media may “have an important role in the narrative of social change”. While it is true that the most marginalised Nigerians do not have access to social media, the use of social media (SMS, twitter, Facebook, etc.) in the 2011 Nigerian election shows that social media does not belong solely to the elite, but to a wider range of people.
Stream 3: Providing an effective legal framework and political commitments to services and opportunities for AGW

96. There is evidence that reform of legislation, policies, national machineries and programmes improves gender equality and the empowerment of women. There is medium to strong evidence that this reform is most effective and sustainable in the presence of an autonomous women’s movement able to challenge the status quo through the mobilisation of a collective voice. The evidence points to the need to focus on girls’ education today to contribute to the emergence of a cadre of feminist thinkers and professional women essential for the establishment of national women’s rights movements in the future.

97. An analysis from 70 countries over four decades, found that women's movements play a key role in pushing for policy change on VAWG and are more important to this than a nation’s wealth, leftist political parties, or number of women politicians. In Tanzania, Uganda, Namibia, Morocco, and Tunisia women’s movements were instrumental in the passing of key legislation or amendment of discriminatory laws, including Personal Status laws and campaigned for increasing quotas for women candidates in official party lists.

98. The evidence from Nigeria is that targeted support around specific themes, in specific geographic areas or with specific ministries yields better success than general advocacy and campaigning. For example, UN Women and V4C have provided technical assistance to the Ministry of Women’s Affairs (MoWA) and MoF to convene the inter-ministerial committee on women, peace and security and to incorporate gender budget lines in the 2013 national budget respectively.

99. The evidence points to the conclusion that V4C should support the demand-side of GEWE reform, through the establishment of strong national women’s movements. Based on the evidence from Nigeria, V4C should also target strategic supply-side interventions through supporting selected institutions around specific themes with traction and in specific geographical areas.

100. V4C will also broker and support links between wider social movements and women’s movements and use new social media networks to help build and deepen partnerships and create spaces for dialogue. Social media networks are increasingly being used in many regions of the world not only as a communications tool but to mobilise the public with viral and compelling campaigns that break human stories on the ground in a faster, more connected way and to mobilize resources and people quickly and cheaply.

B. Climate change and environment assessment

101. Annex C provides the climate change and environment assessment.

102. The direct impact of the V4C programme on the environment is slight and will be generated mainly through the effect on climate change of air travel internal and external to Nigeria. This carbon footprint will be monitored and reported on annually and will be offset financially.
103. There are potentially significant climate and environment opportunities for V4C. Through strengthening AGW influence on decisions at household and community level and working with partners who address community-based climate change, there is potential to build greater resilience. The V4C programme, by addressing root social attitudes and norms can, over time, influence the division of labour and access to resources which underpin differences in how climate change impacts women and men in Nigeria.

104. Under the ‘Do nothing’ option, these opportunities will not be realised. The difference between Option 1 and Option 2 is that Option 1 will provide opportunities, primarily at community level. Option 2 will provide these plus additional opportunities to increase women’s involvement in policy and strategy to address climate change and environment.

C. Economic appraisal

Introduction

105. Annex B provides a detailed economic appraisal. The appraisal uses a qualitative approach using evidence from the global literature which is strong enough to support qualitative cost benefit analysis, and a semi-quantitative cost effectiveness analysis. The evidence suggests that a number of interventions will deliver significant development benefits and will be cost–effective. Both options offer good value for money, with Option 2 providing better value for money than Option 1.

106. A separate cost benefit analysis for the Population Council Safe Spaces grant is in Annex B. This concludes that the CSAGE programme is cost effective, with a cost per beneficiary of £55, and equitable.

Counterfactual

107. In the absence of the project, there are no other donors or agents who will fund this type of programming. It is new and innovative for Nigeria and not the type of intervention that is routinely carried out. In the counterfactual scenario the projected net benefits will not be realised and society will be worse off.

Demand side (enabling environment) vs. supply side (service delivery) interventions

108. V4C focuses on the demand side enabling environment, instead of the alternative direct action of service delivery (which DFID are already active in). Both methods are necessary but not sufficient on their own. Improvements in the enabling environment and measures to improve the quality of services are necessary to increase women’s use of services and improve development outcomes.

Incremental programme costs

109. Table 2 provides budgets for both options. The total budget is the same, but with differing amounts in each programming stream. Option 1 has a greater focus on Stream 1 (31%) whereas Option 2 has a greater focus on stream 2 (39%).
### Table 2: Budget for options 1 and 2

<table>
<thead>
<tr>
<th>Cost category</th>
<th>Option 1 Budget</th>
<th>Option 1: % total (Excl. Pop Council)</th>
<th>Option 2 Budget</th>
<th>Option 2: % total (Excl. Pop Council)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADMIN/OVERHEADS/living costs, travel, equipment</td>
<td>5,300,000</td>
<td>20%</td>
<td>5,300,000</td>
<td>20%</td>
</tr>
<tr>
<td>PROGRAMMING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Council grant</td>
<td>10,000,000</td>
<td>-</td>
<td>10,000,000</td>
<td>-</td>
</tr>
<tr>
<td>Strategic Opportunities Fund</td>
<td>2,000,000</td>
<td>8%</td>
<td>2,000,000</td>
<td>8%</td>
</tr>
<tr>
<td>Stream 1: Increased power to make informed choices and control decisions</td>
<td>8,000,000</td>
<td>31%</td>
<td>2,400,000</td>
<td>9%</td>
</tr>
<tr>
<td>Stream 2: Discrimination challenged and value of AGWs increased</td>
<td>5,000,000</td>
<td>19%</td>
<td>10,300,000</td>
<td>39%</td>
</tr>
<tr>
<td>Stream 3: Strengthened legal framework and political commitments to services and opportunities</td>
<td>2,300,000</td>
<td>9%</td>
<td>2,300,000</td>
<td>9%</td>
</tr>
<tr>
<td>Cross cutting Output 5 Strengthened evidence and capacity on GEWE</td>
<td>2,500,000</td>
<td>10%</td>
<td>2,500,000</td>
<td>10%</td>
</tr>
<tr>
<td>M&amp;E</td>
<td>1,000,000</td>
<td>4%</td>
<td>1,300,000</td>
<td>5%</td>
</tr>
<tr>
<td>Knowledge Management and Learning</td>
<td>100,000</td>
<td>0.4%</td>
<td>100,000</td>
<td>0.4%</td>
</tr>
<tr>
<td>Grant Financing</td>
<td>15,000</td>
<td>0.1%</td>
<td>15,000</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>36,215,000</td>
<td></td>
<td>36,015,000</td>
<td></td>
</tr>
<tr>
<td>Total excluding Pop Council</td>
<td>26,215,000</td>
<td>100%</td>
<td>26,215,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

110. Management overheads are roughly 20%. This is in line with the magnitude of overheads that one would expect for development funds generally, thus showing good cost economy. The design of the delivery mechanism includes a strategic opportunities fund, which allows flexibility in terms of funding and thus greater effectiveness.

**Identification of Incremental benefits**

111. For the purposes of this analysis the benefits are described below at the outcome and impact level. The Theory of Change provides details on how shifts in attitudes and empowered AGW supported through V4C will have an impact on the programme goals. The type of programming within each option will dictate the scope and breadth of benefits.

**Welfare and economic benefits**

112. Greater self-esteem, knowledge, life and social skills will empower AGW to make health investments; this will lead to private (individual) welfare benefits of improved health, wellbeing, reduced infant and maternal mortalities. Such benefits will accrue to AGW after programme completion, and their future children, thus spanning generations. AGW will also make educational and labour market investments in response to enabling
environment programming, and will also thus benefit from private returns, such as higher wages and better living standards.

113. Social benefits\textsuperscript{69} from education investments by AGW will accrue to society at large, in the form of greater democracy and female political participation, greater economy-wide productivity from an increased and more gender diverse labour force, thus contributing to higher economic growth. Similarly, social benefits will accrue from economically empowered women, as they will tend to have fewer children at a later age, which can, if accompanied by other appropriate conditions, bring society wide benefits in the form of development and poverty reduction, brought about by a demographic dividend.

114. In terms of private benefits, Option 1 is likely to have a greater number of direct private beneficiaries, as more of the programming budget is allocated to targeting AGW directly. These will spin off some indirect and social benefits for Option 1 but, without implementing transformational changes throughout society, such benefits are likely to be partial and unsustainable. In contrast, whilst Option 2 will have fewer private direct beneficiaries, the realisation of benefits by each of these individuals is more likely to occur because the transformational change in attitudes will underpin this by further reducing barriers and entrenched social norms across society. More importantly, the transformational change in attitudes and behaviours in Option 2 will give rise to a larger number of indirect beneficiaries, and in turn contribute to a much larger magnitude of social benefits through more empowered AGW across society, through indirect means. Such benefits will be more sustainable. This will thus amplify the total magnitude of benefits for Option 2.

**Operational research benefits**

115. The programming will strengthen the evidence for this type of intervention in Nigeria allowing similar programmes to be designed more effectively in the future in Nigeria and elsewhere, which will help accelerate progress towards achieving the MDGs. It will also provide the rigour to allow the scale up of pilots, particularly from Stream 1 interventions.

**Distribution of beneficiaries**

116. For Option 1, the benefits are equitable, direct beneficiaries being poor AGW in 2 northern states and 2 other states: e.g. adolescent girls, widows, female politicians, government officials and citizens and mainly from current generations. For Option 2, the beneficiaries are a wider cohort of young women and men and opinion leaders in society in 4 states and nationwide, including some targeted poor AGW. These will span current and future generations. This gives scope for large positive externalities within society across differing demographic groups.

**Evidence underpinning the benefits of options 1 and 2\textsuperscript{70}**

117. Option 1: For this option around one third of the budget is allocated to stream 1. Evaluation evidence on Safe Spaces type programmes indicates good short-term outcomes, but less compelling evidence for longer-term impact.
118. Option 2: This option allocates a larger share of the budget to stream 2 (39% of the budget) - instruments to make longer-term transformational changes across society offering good VFM. Such impacts are evident in similar interventions in other countries with good VFM findings.71

119. For example, a UK stroke awareness campaign72 indicated quick behaviour change; the programme achieved a payback of £3.20 for every £1 spent, thus indicating strong VFM. A UK crime prevention programme in the UK based on behavioural change through media73 demonstrated excellent VFM by generating a payback of £14 for every £1 spent. A global review74 of social norm change campaigns found strong qualitative75 evidence of improvements in gender norms, through social networks, public outreach, and the spread of information (e.g. foot binding in China).

120. In terms of Option 2’s focus on women’s movements, there is evidence that such interventions have an impact, but it is not possible to quantify the impact or assess VFM. A global comparative analysis (Htun et al 2012), found that women’s movements were strong drivers of policy change around VAWG. In Rwanda, gender legislation led to equal rights to land inheritance and marital property, and it is believed that such legislation is also affecting attitudes to land inheritance.76 Option 2 also includes work on wider social movements. For example, In Nepal, during the peace negotiations, the Nepal Citizens’ Movement was successful in influencing other groups to launch their own protest programmes.77

121. Option 2 also has a much stronger focus on boys and men. Evaluation evidence from WHO78 suggests that such interventions can lead to changes in attitudes and behaviour on gender issues; the most effective ones being those based on “community outreach, mobilization and mass-media campaigns.”79 There is however limited evidence on long-term sustained changes in attitudes and behaviour.

Cost effectiveness, effectiveness and efficiency

Effectiveness and new media

122. New media as designed in Option 2, is likely to be more effective than traditional interventions as in Option 1, because it has benefited from innovation through technological change. Such innovation has resulted in media processes and products that are more effective, productive and efficient than what is readily available traditionally to markets, government and society. New media thus gives rise to greater VFM – greater impacts are likely for a given budget constraint. It must be noted however that access to new media is limited80 at present (but on a growth path), and gender disaggregated data on users is not available.

Cost effectiveness and scale economies

123. Estimates suggest that with the current number of new media (Facebook, Twitter) subscribers, the cost per beneficiary is likely to be equivalent to that of traditional radio broadcasting (around £20 per beneficiary). However, given that new media subscribers are on a growth curve, such numbers will increase, and this will give rise to scale economies and falling unit costs. This is not the case for traditional media where markets
are more saturated. Thus new media will show falling unit costs and thus increasing cost effectiveness over time.

124. In terms of cost effectiveness for the Population Council Community Spaces for Adolescent Girls’ Empowerment (CSAGE) programme, Table 3 indicates that its unit cost is lower than other comparable programmes, thus indicating good cost effectiveness. (Refer to Annex B for more details).

<table>
<thead>
<tr>
<th>Population Council country programme</th>
<th>Cost per girl per year £</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSAGE Nigeria</td>
<td>55</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>29</td>
</tr>
<tr>
<td>Kenya</td>
<td>58</td>
</tr>
<tr>
<td>Uganda</td>
<td>61</td>
</tr>
</tbody>
</table>

125. Such cost effectiveness is likely to be applicable to both options.

**Risk and uncertainty**

126. The direct programming for Option 1 (stream 1) is characterised by medium risk of effectiveness. The equivalent stream 1 programming for Option 2 has a lower risk rating because the realisation of benefits by each of these individuals are more likely to occur as they are underpinned by the transformational change in attitudes and eventually behaviours across society through the media and communications programming in Option 2.

127. For Option 2, transformation change programming through media and communications is characterised by uncertainty - as would be expected from any innovative approach (innovative approaches by definition are not substantiated by strong empirical evidence, such evidence exists once they are mature approaches). But the global evidence that does exist indicates that rewards or benefits are likely to be significantly higher for transformational change due to sustained multiplier effects, thus giving rise to better VFM for Option 2.

**Balance of costs and benefits for Options 1 and 2**

128. Based on the above analysis Table 5 summarises the VFM findings for both options. As can be seen, Option 2 shows greater VFM than Option 1.

<table>
<thead>
<tr>
<th>Description of beneficiaries</th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted poor AGW in 2 northern states and 2 other states: e.g. adolescent girls, Widows, female politicians, government officials and citizens. Mainly current generations.</td>
<td>100,000 for Safe Spaces 40,000 Number of AGW who receive innovative V4C direct support</td>
<td>100,000 for Safe Spaces 20,000 Number of AGW who receive innovative V4C direct support</td>
</tr>
<tr>
<td>A wider cohort of young women and men and opinion leaders in society in 4 states and nationwide, including some targeted poor AGW. Scope for large positive externalities within society across differing demographic groups and future generations.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Number of Indirect Beneficiaries

| People who give supportive indications on issues raised in social media by V4C | 0 |
| People who will show demonstrated change along a 10 point scale | 850,000 |
| Safe Spaces | 500,000 |

| People who give supportive indications on issues raised in social media by V4C | 1,000,000 |
| People who will show demonstrated change along a 10 point scale | 2,750,000 |
| Safe Spaces | 500,000 |

### Operational Research and Evidence?

| Yes |
| Yes |

### Cost Effectiveness (CE)

| Good CE |
| Likely to be greater CE c.f. Option 1 due to greater number of beneficiaries and scale economies of new media |

### Potential for Sustained Benefits in the Form of Social Change?

| Low |
| High |

### Main Benefits Qualitative

| Private benefits to directly targeted AWG in terms of health, education, welfare, economic empowerment, self-esteem, women’s access to legal rights, human rights, inter generational benefits. Limited social benefits spinning off. |
| More sustainable private benefits as in Option 1, but to less direct targets. Contributions to awareness raising for issues in question, and behavioural and attitudinal changes across institutions and society leading to multiplier effects, great changes to the enabling environment and real changes in welfare and economic outcomes for relatively high numbers of people (such as voting, new adoption of health facilities) |

### Expected Value of Benefits

| Low/Medium |
| Medium/High |

### Economy

| Medium/high |
| Medium/high |

### Efficiency

| Medium |
| High (due to new media) |

### Effectiveness

| Low/medium (absence of evidence) |
| High |

### Equity

| High |
| High |

### Uncertainty and Risk

| Low/Medium |
| Medium |

### Overall Good VFM?

| Low/Medium |
| Medium/high |
D. Value for money

129. This section identifies Value for Money measures that will be used throughout the life of the programme, recognising that a VFM exercise has already been conducted on V4C through the competitive procurement of a Service Provider for the programme. As the programme evolves, further measures will be added.

130. V4C takes the accepted ‘3Es’ model of VFM as the basis of its VFM approach. Equity and sustainability are viewed as an important sub-set of effectiveness. The ITAD work for DFID Nigeria on VFM indicators (Christie & Barr 2012) will be used for structuring the V4C VFM measures and ensuring V4C has a balanced basket of VFM indicators across the 3Es, with sufficient proportion of ‘strong’ indicators. V4C’s design means its VFM offer is strong on efficiency, since cost-efficiency ratios are readily calculated for a number of Outputs. All indicators will be reported on at least an annual basis, so that after year 1, they can be presented as trend data. V4C’s indicators focus on:

Economy

i) Programme Process: V4C will establish Standard Operating Procedures that procure with cost-economy and value; these processes are based on Service Provider norms, and are benchmarked against DFID procurement standards. These processes mean that V4C will be managed to be fully compliant with DFID’s new Statement of Priorities and Expectations for Suppliers.

ii) Specific monetary cost savings: to be quantified once implementation commences. These should be in areas including hotel costs (group discount through the Service Provider) and more importantly negotiating discounts on purchasing media services (air time, etc).

Efficiency

131. Programme Process: V4C will establish an M&E system and Management Information System that records costs per output and sub-output (indicator), and allows ‘cost per unit output’ calculations to be made.

132. Safe Spaces:

i) number of AGW and boys and men reached through direct interventions / safe spaces

ii) cost per AGW or boy/man reached through direct interventions / safe spaces

iii) cost per AGW or boy/man reached through direct interventions / safe spaces vs benchmark per capita cost of safe spaces elsewhere

iv) number of AGW mentored outside safe spaces

v) cost per AGW mentored outside safe spaces

133. Communications:
i) number of people reached with communications campaigns (by medium)
ii) cost per person reached with communications campaigns (by medium); benchmarked where possible
iii) number of people responding to communications campaigns’ calls to action (by medium)
iv) cost per person responding to communications campaigns’ calls to action; benchmarked where possible
v) cost per endorsement / communication from media personalities

134. Evidence
i) number of documents downloaded from resource centre
ii) cost per document downloaded from resource centre

Effectiveness
i) Programme Process: V4C will establish an M&E system and oversee an evaluation that collects evidence on V4C results and attribution of changes to the programme
ii) Percentage changes in (disaggregated) societal attitudes towards issues on which V4C has campaigned

135. Tangible results from strengthening the enabling environment for AGW will be tracked. From V4C case studies (part of the M&E system) the programme will build a set of documented changes which outline the change (the benefit, with a quantified value as far as possible), the change stories, the attribution to the actors involved, and V4C's costs.

E. Summary value for money statement for the preferred option
136. In conclusion, based on global empirical evidence, cost effectiveness, a qualitative analysis of the benefits and a risk assessment, both options are likely to offer good VFM. Option 2 is likely to offer greater VFM than Option 1, due to higher magnitude benefits of a more sustainable nature. This is because of the greater capacity of Option 2 to give rise to transformational behavioural and attitudinal change, thus providing a more conducive environment for larger numbers of AGW to be sufficiently empowered to make positive economic and welfare changes.

IV. Management Case
A. What are the management arrangements for implementing the intervention?

Oversight
137. The Voices for Change Programme will be managed within DFID Nigeria by the Senior Gender & Social Development Adviser, reporting to the Governance and Social Development Team Leader, and supported by a V4C Programme Manager and Programme Officer. The Senior Social
Development Adviser will oversee and coordinate input from the V4C Programme, the Population Council and Girl Hub into the wider V4C ‘umbrella’ programme.

138. Following a competitive tender, a consortium comprising GRM International, Social Development Direct, ITAD and WRAPA were contracted by DFID in June 2012 to both (a) develop the design of the programme and its business case and (b) proceed, subject to satisfactory performance, to implement the programme. The service provider, GRM International, assists DFID Nigeria in the management of V4C. The service provider has responsibility for the procurement of inputs, contract administration, monitoring and reporting of physical and financial progress and providing quality assurance of the technical work proposed and completed. In addition the service provider is responsible for ensuring that the mechanisms for monitoring and evaluating the programme at output and outcome levels are in place and are adequate for measuring the indicators included in the logical framework.

139. The Voices for Change GRM-led consortium includes a technically diverse and managerially robust cadre of personnel, both Nigerian and international. There is a Programme Management Board (PMB), made up of the senior consortium partners, which has ultimate responsibility for the direction of V4C and meets quarterly. The PMB provides senior management guidance to the Team Leader and will review and quality assure all significant project deliverables to DFID.

140. In addition there is an Advisory Panel of international and Nigerian gender and communications experts, which will provide high level input to guide programme design and implementation and will provide external quality assurance. This Advisory Panel will convene twice a year. The Voices for Change programme team will engage with all local partners during the design phase to ensure there is a good local ownership of the programme design.

141. The Voices for Change consortium includes a critical mass of local partners, who were carefully chosen to bring a mix of skills and specialisation in specific themes critical to the delivery of the programme. For example, the Policy and Legal Advocacy Centre (PLAC), which assists with legislative strengthening; the Civil Society Legislative Advocacy Centre (CISLAC), which provides support with advocacy and legislative governance and research; Media Information Narrative Development (MIND), an innovative development communication organisation; and Theatre for Development Change (TfDC), which uses theatre for promoting social change. All show commitment and the promise of adding value that will shape the outcome of the design and assist with the implementation. During the design phase the programme will develop clear subcontractor agreements with each of these partners and the management arrangements will be developed to set out the nature of their involvement in the programme. Additional partners will also be identified.

142. Separate arrangements are in place, through an Accountable Grant, for management of the programme and deliverables of the Population Council and Girl Hub under the CSAGE Programme (Annex to be inserted by DFID).
143. The Voices for Change programme will operate from offices in Abuja and staff will be based there. The programme will work with and through partners and will operate in a select number of states, two in the North and two in the South, plus at the centre/Federal level. It is not envisaged that there will be regional or state level offices but that maximum value will be achieved by working in states that have a DFID and GRM presence. Phasing of operations will be carefully set out in the Implementation Plan.

144. The Strategic Opportunities Fund will be managed under the V4C component of the umbrella contract and clear criteria will be put in place to determine its use. The Strategic Opportunities Fund will ensure there is the required level of flexibility within the V4C umbrella programme, including the Gender Facility which will offer support to other programmes.

**Governance and accountability**

145. Given that the overall programme will involve two separate contracts with defined responsibilities and complementary but separate deliverables for each, specific arrangements will be put in place to ensure coherence. Overall responsibility for this rests with the DFIDN SSDA but mechanisms will be put in place to ensure that coherence and synergies are realised. Structures and processes for this have been agreed between the parties as follows:

i) A Steering Committee composed of DFID, V4C and Population Council, with Girl Hub attendance optional, will meet quarterly;

ii) Monthly technical groups meetings between V4C, Population Council and Girl Hub

iii) Separate reporting arrangements to DFID for V4C and CSAGE but using a consistent reporting format that will allow DFID to bring things together for a full picture

iv) Separate outputs and Logical frameworks for V4C and CSAGE but with a common outcome and one shared output and a subset of mutually agreed shared indicators that clarify respective responsibilities for results.

146. Overall programme performance will be assessed annually against the individual logical framework milestones and annual work plans of the two programmes. A single review team will undertake annual reviews of the V4C and CSAGE programmes with separate scoring/ performance reports and one overall narrative report reflecting separate and synergistic progress.
B. What are the risks and how will these be managed?

147. The potential risks to delivery of the V4C programme are presented in the table below.

Table 5: Table of Risks

<table>
<thead>
<tr>
<th>No</th>
<th>Risk</th>
<th>Probability</th>
<th>Impact</th>
<th>Comments/Mitigation Strategy</th>
<th>Residual Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government, traditional and religious authorities not receptive to proposed changes advocated by the programme.</td>
<td>M</td>
<td>H</td>
<td>Understanding of the political economy along with structured consultation and sustained dialogue by V4C, and its partners (e.g. WRAPA and PLAC), with government, religious and traditional institutions will help increase their understanding and acceptance of the programme, thus minimising risk of backlash. Definition of V4C messages in close collaboration with key stakeholders</td>
<td>M/L</td>
</tr>
<tr>
<td>2</td>
<td>Because of the long term transformational change nature of V4C, the programme risks being seen as over ambitious and failing to deliver tangible outcome in 5 years.</td>
<td>L</td>
<td>M</td>
<td>Inception phase is designed to generate strategies and plans based on thorough analysis and understanding of the theory of change; Results milestones will be selected so that they can accurately measure the ‘incremental’ changes that are necessary steps on the pathway to transformation; M&amp;E will test the theory of change about the enabling environment and adapt as necessary In-built ‘quick-wins’ will be planned; Concrete results are part of the strategy; Will build on existing promising initiatives; DFID’s continued communication on long-term commitment will mitigate concerns.</td>
<td>L</td>
</tr>
<tr>
<td>3</td>
<td>Risk of grants given to groups lacking absorptive capacity and legitimacy.</td>
<td>L</td>
<td>M</td>
<td>A robust eligibility criteria and well thought out strategy for targeting and tracking will ensure greater effectiveness and capacity building and help reduce this risk.</td>
<td>L</td>
</tr>
<tr>
<td>4</td>
<td>The innovative nature of Option 2 in terms of its focus on societal behaviour change has potential high returns but also risks due to the</td>
<td>M</td>
<td>M</td>
<td>The programme will be grounded in state of the art thinking on social transformation in the developing world, with best practice on behaviour change globally; The Comms approach based on a ‘big idea brand platform’ will unify all V4C campaigns (and related</td>
<td>L</td>
</tr>
</tbody>
</table>
### Challenging Nature of Achieving Behaviour Change

Technologies to support social change exist now which did not just a few years ago – V4C will capitalise on these. Operating in 3 streams ensures that innovative work is grounded in direct work with AGW, communities and leaders.

An indicator with a 10 point knowledge, attitude and practice scale tested annually, along with other measures, will provide feedback to allow for adjustments as needed.

| 5 | Working with social movements exposes V4C to risk due to the often spontaneous and organic nature of such movements | L | M | Over the programme time frame, V4C will find out more about social movements (youth movements, issue based movements, social media sustained movements etc.) in Nigeria; how they function; and what common ground there is to forge links with GEWE issues. From this approach a flexible strategy will be developed and evidence and understanding built. | L |

| 6 | Risk to V4C internal programme coherence, effectiveness and attribution of results due to separately contracted parties under the DFID-N Gender Umbrella arrangement. | H | M | Governance and accountability mechanisms will be clarified and agreed by all parties (underway with DFID-N leadership and oversight); Reporting, review and attribution of results will be addressed through individual agency responsibility for agreed deliverables; a common reporting format; annual reviews by one review team but completion of separate scoring/performance reports; A linked output connecting separate log frames Strategic coherence in communications execution when addressing the same target audience by sharing communication plans well ahead of execution and sharing of strategic intent, creative messaging and media planning. As the lead player, V4C will have oversight. | L |

#### Political and Security Risks

| 7 | The current security situation and 'hotspots' prevent safe operations for V4C and its | M | H | The service provider (GRM) has a comprehensive security system in place; with early warning system and contingency plans. V4C will largely work through locally based partners and will thus |

L/M
| 8 | Risk of V4C approaches being seen as anti-religious, (e.g. addressing early marriage and power relations), particularly in Northern Nigeria and amongst fundamentalist Southern Christian groups | M | H | Inclusive consultation and the use of specific Islamic scholars and other strategic champions and supporters, who are receptive to ideas of empowering girls, can mitigate such risks. Our partners such as WRAPA have significant experience of doing this kind of work in a non-confrontational manner. |
| 9 | Seen as ‘Western meddling’ or cultural imperialism. | M | H | The V4C team has a mix of national and international staff; of people from North and South and of men and women; Efforts will be made to keep V4C/UK government visibility and branding at a level appropriate to context and to work with local partners and contract local companies wherever possible |
| 10 | Incidence of corruption and fraud. | L | H | GRM has developed and adopted explicit measures to reduce fiduciary risk and has successfully applied them in Nigeria and elsewhere. |

**Table 6: Risk matrix**

<table>
<thead>
<tr>
<th>Probability</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>6,</td>
</tr>
<tr>
<td>Medium</td>
<td>1,7,8,9</td>
</tr>
<tr>
<td>Low</td>
<td>10</td>
</tr>
</tbody>
</table>

148. The overall risk is **medium** and potential impact of the risk is also **medium**.

C. What conditions apply?

149. Not applicable to V4C.
D. How will progress and results be monitored, measured and evaluated?

150. V4C will have three main dimensions to its results assessment:
   i) A monitoring system, to assess progress and performance against the logframe.
   ii) An evaluation, to determine the extent to which an 'enabling environment' approach contributes to empowering adolescent girls and women
   iii) a research output which builds the evidence base on an 'enabling environment' approach

151. V4C will undertake monitoring and research specific to V4C; the evaluation will aim to encompass the wider 'umbrella' of both V4C and Population Council's safe spaces interventions. However, to ensure the coherence of the overarching V4C umbrella, the logframe includes indicators replicated from the CSAGE logframe, so that there are direct linkages between the two components.

Monitoring

152. Monitoring will be designed to fulfil four demands for progress information: a) internal V4C management decision-making, b) DFID quarterly progress reporting, c) DFID Annual Reviews (and Project Completion Review) and d) Learning. Monitoring will therefore be designed around reporting against the logframe indicators and its milestones.

Monitoring data

153. The general principle is to draw data from existing, official datasets for progress monitoring at the top levels of the logframe, and from V4C’s own primary data at the Outcome and Output levels.

154. Therefore, for the Impact level, V4C will collate data from Nigeria’s own access to basic services reporting – mainly from the Ministries of Health and Education, as well as UNICEF Multiple Indictor Cluster Survey (MICS) data, the Economist Intelligence Unit (EIU), plus data from DFID’s NSRP programme on security services. Measurement at the Outcome and Output levels will be tailored to V4C’s specific aims and interventions. Central to Outcome achievement is to assess i) whether the self-esteem and self-confidence of AGW has increased in response to the safe spaces-type interventions, and ii) whether there have been wider societal changes in attitudes to AGW in response to communications interventions. Both these results will be monitored using survey tools designed by V4C, and collection commissioned from a Nigerian survey organisation. The first of these will utilise scaled questions developed from standard self-esteem indices, but piloted for the Nigerian context.

155. For assessing attitudinal change, our surveys will be tightly specified to find out about attitudes to particular issues on which V4C has worked, rather than whole-of-society attitudes to gender matters in general. V4C recognises that Girl Hub has already taken professional advice, and commissioned stratified surveys (by age and gender) of girls’ self-confidence and societal
attitudes; V4C will aim to build on, and if possible, make direct use of these surveys.

156. V4C will also have a ‘tangible change’ indicator at the Outcome level. This is a stretch indicator that helps to address the ‘so what?’ question in relation to self-esteem and attitude change. This indicator is modelled on a similar one used by DFID Nigeria’s successful State Accountability and Voice Initiative (SAVI) programme, now in its fourth year. In an analogous way, it has found that reporting against improvements in indices (in their case governance indices) does not carry the communications power of the concrete changes that emerge from improving underlying processes. This indicator will be measured using a case study approach, which will appraise attribution and provide the basis for both strong VFM reporting and communications on V4C successes.

157. V4C has reviewed the design of logframes approved for DFID Zambia’s Adolescent Girls Empowerment Programme and the DFID Headquarters’ Leadership for Change programme, as well as other DFID programmes working in the social development and empowerment and accountability sphere in Nigeria. Informed by these, the V4C logframe aims to capture attitudinal (and behavioural) change across the Output and Outcome levels. This is based on a knowledge-attitudes-practices continuum behaviour change model. Thus Output changes are measured on the knowledge and attitudes parts of the continuum / scale, and the Outcome on the attitudes and practices part.

158. The monitoring system at Output level will use a number of data collection tools to collect primarily quantitative information on: numbers of AGW and boys and men reached through safe spaces interventions and who obtain new life skills; number of people reached in V4C communication campaigns through different traditional and new media whose attitudes and expectations change; the progress of key pieces of gender-related legislation; and reach of new evidence produced by V4C on the enabling environment for AGW. This will be complemented by qualitative information from exploring whether the communications have got the message across, and their resonance and relevance with targeted audiences.

159. V4C is planned with a realistic M&E budget, though this is not heavy on fulltime dedicated staff. V4C will have a fulltime Results Officer, who will be responsible for implementing the Monitoring System, and collating data as it becomes available. Most primary data collection at Outcome and Output levels will be produced from surveys designed specifically for V4C, though opportunities for joint surveys with Girl Hub and Population Council (CSAGE) will be sought. V4C will use short-term expert inputs for survey design, with survey implementation being commissioned through competitive process from Nigerian survey organisations, of which there are several competent ones.

160. V4C will maintain a database of its progress monitoring data for reporting and decision making purposes. The Service Provider will ensure that its Financial Information System can disaggregate costs to at least the level of Outputs, so that result and cost information can be brought together for VFM purposes.
Evaluation

161. The context of V4C’s Evaluation Plan is that:

i) This programme takes a very innovative approach – it is DFID’s largest investment in an ‘enabling environment’ approach to empowering women (as opposed to working directly in the ‘pillars’ of the Gender House), yet it is not a well-evidenced area.

ii) DFID Nigeria has decided not to undertake an independent external evaluation of V4C. It has a number of critical programmes that require evaluation, such as those working on security and justice, and there is insufficient resource to cover all its programmes. The nature of V4C presents methodological challenges for evaluation, and although this is an important and innovative programme, DFID Nigeria has taken the difficult choice not to evaluate it.

iii) The Population Council’s component of the ‘umbrella programme’ includes a component for monitoring, evaluation and learning, and a learning hub.

iv) Evaluation is not the Project Completion Review, which is covered under Monitoring and answers the question, ‘did the programme hit its logframe targets?’

162. The evaluation will aim to answer a higher order question; it will try to determine the extent to which an ‘enabling environment’ approach contributes to empowering adolescent girls and women in Nigeria; i.e. ‘does it work?’.

163. V4C is a complex programme, which acknowledges that this type of change is part of a gradual process. To answer fully the evaluation question: ‘to what extent can a specific impact be attributed to the V4C intervention?’, would require a large and expensive evaluation with in-depth quantitative modules. In the absence of an independent evaluation of this scale and type, the resource for this approach is not available. Therefore, this more modest internal evaluation aims to test the V4C theory of change and establish if the V4C intervention is a contributory cause in empowering AGW.

164. The concept of contributory cause draws from recent thinking for DFID on broadening the range of impact evaluation methods. The V4C evaluation will thus seek to establish whether the ‘causal package’ of the V4C intervention plus its supporting factors are sufficient to produce the desired result (empowered AGW).

165. The evaluation will test a pair of joint evaluation hypotheses, that:

i) The V4C ‘intervention causal package’ is sufficient to produce an observable result in empowering AGW

ii) The V4C intervention is a necessary element of the ‘overall causal package’ that empowers AGW.

i.e. V4C ‘made a difference’.

166. Key to this approach is that the V4C intervention, based on its theory of change, delivers greater results when there is mutually reinforcing and
simultaneous intervention on three levels – directly with AGW (self/personal), on attitudes to AGW (society/informal institutions), and on formal legal and budget frameworks that relate to AGW (formal institutions), than when these interventions are done separately.

167. The internal evaluation will be modular, and focus on the cause-effect mechanisms behind the intervention, trying to understand what it is about the intervention that makes things work.

168. The extent to which results have been realised is a measurement issue – exclusive of attribution or contribution, and will be evident from the measurement of outputs, outcome, and impact. This is dealt with under Monitoring above. The evaluation will build directly on V4C’s strong monitoring foundation. The Population Council CSAGE impact evaluation will also provide robust evidence here in relation to Stream 1 of the V4C theory of change.

169. This separate CSAGE evaluation, proposed by Population Council, will evaluate the specific impact of their safe spaces intervention. They will manage this evaluation, and currently envisage using a randomised control trial (RCT)-based study and a longitudinal cohort study. The CSAGE intervention is well suited to this, with a large, easy-to-access population from which to sample. This lends itself to a large study with a baseline at programme inception, and re-survey at the mid-point and end of the intervention.

170. The approach used to assess whether V4C makes a difference (ie. it is a contributory cause) will centre on a theory-based methodology – contribution analysis, plus case studies. The case studies will be those identified for reporting Outcome indicator O.5.

171. Given that a significant component of V4C is communications, a specific qualitative module will be designed to determine the extent to which, and how, the different behaviour change and communications approaches in V4C have worked.

172. In summary, the V4C evaluation will thus be a modest internal evaluation, composed of a small number of largely qualitative modules and case studies, which will aim to provide new evidence on the extent to which an enabling environment intervention is a contributory cause in empowering women.

173. The key users of this evaluation will firstly be DFID, and specifically social development and gender advisers. The ‘enabling environment’ approach is novel and not yet strongly evidenced at this scale and complexity. The evaluation will be a key piece of evidence in informing further programme design. The evaluation findings will be well distributed through gender networks and to other donors and government agencies in Nigeria and elsewhere to inform their programming. The distribution channels for the evaluation will benefit from the experience gained both in disseminating two ‘Enabling Environment for Women in Nigeria’ reports; produced under Output 5, and in engaging digital communities under Output 3.
Evidence Base

174. The evaluation will produce an ex-post evidence base on the enabling approach on which V4C is based. This will be useful for further cycles of programming. V4C also proposes, under its Output 5, to manage a coordinated programme of Nigerian research on the enabling environment. Given the success of the 2012 DFID-funded ‘Gender in Nigeria’ report, V4C will produce two equally significant biennial research reports on ‘The Enabling Environment for Women in Nigeria’. The process for producing these reports will be modelled on the World Development Reports, with a series of inter-linking commissioned research reports.
Annex A: Logical framework

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>Impact (Goal)</th>
<th>Voices for Change</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator I.1</td>
<td>AGW get improved access to health, education, economic opportunities and justice</td>
<td>Girls and women accessing education n (%)</td>
<td>Assumptions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Baseline 2007</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017⁹⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.1</td>
<td>50.7</td>
<td>50.8</td>
<td>50.9</td>
<td>51.0</td>
</tr>
</tbody>
</table>

Source:
1. Multiple Indicator Cluster Survey (MICS) Report (2016-7)
2. Education Management Information System (EMIS) of Federal Ministry of Education

Indicator I.2

<table>
<thead>
<tr>
<th>Baseline 2008</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017⁹³</th>
</tr>
</thead>
<tbody>
<tr>
<td>57.7</td>
<td>58.2</td>
<td></td>
<td></td>
<td>58.5</td>
</tr>
</tbody>
</table>

Source:

Indicator I.3

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC 2013</td>
<td></td>
<td></td>
<td></td>
<td>Improvement in % of reported accessibility and confidence (exact improvement TBA when baseline set)</td>
</tr>
</tbody>
</table>

Source
1. Annual perception survey commissioned by V4C. Survey will be conducted by independent Nigerian technical partner to ensure rigorous methodology and data collection (including appropriate sample size and selection, and ensuring inclusivity of respondents to ensure views are collected from women and girls).

2. NSRP briefings and media monitoring will provide additional assessment of the proportionality of responses from security agencies.

NB – It is unlikely that a first survey to set baselines will be possible before end of inception phase (April 2013) though the baseline survey will be completed before end of 2013.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Women Economic Opportunity Index</td>
<td>33.4</td>
<td>34.2</td>
<td></td>
<td></td>
<td>36.9</td>
</tr>
</tbody>
</table>

Source
Women’s Economic Opportunity Index – a global index and ranking from the Economist Intelligence Unit.
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Indicator O.1</th>
<th>Baseline</th>
<th>Milestone 1</th>
<th>Milestone 2</th>
<th>Milestone 3</th>
<th>Target</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The enabling environment for AGWs' empowerment in Nigeria strengthened</td>
<td>Self: self-esteem, self-confidence and self-worth of girls in V4C communities (V4C definite indicator)</td>
<td>TBC 2013</td>
<td>TBC 2013</td>
<td>TBC 2013</td>
<td>TBC 2013</td>
<td>TBC 2013</td>
<td>Programmes and initiatives working on the ‘Gender House’ pillars are more effective when the enabling environment is strengthened.</td>
</tr>
</tbody>
</table>

Source: New survey for V4C, based on an approach like Rosenberg Self-Esteem Scale, but adapted for AGW and the local context.

| Indicator O.2 | Cadre of female peer leadership among AGs in CSAGE communities and schools (Population Council definite indicator) | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | The supply side is providing the necessary services for AGW to access. |

Source: Baseline and monthly administration of safe spaces (SS) participants’ monitoring tool.

| Indicator O.3 | Society: Progress along the continuum of attitude and practices change in relation to key V4C issues (Shared indicator) | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | |

Source: New survey for V4C on societal attitudes (M/B & W/G) – with some tailoring towards issues on which V4C is working.

V4C-designed ‘Continuum of Change’ (stages of attitudinal/behavioural change) assessment provides ten narrative statements describing different levels of knowledge, attitude, and practice and rates each one 0-5, from which an overall score can be derived. Data will be made available disaggregated in a number of ways (inter alia, by state, sex, and other factors that highlight the last five stages of attitudinal / behavioural change).

| Indicator O.4 | Formal institutions: status of AGW in legal and budgetary frameworks targeted by V4C interventions (V4C definite indicator) | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | TBC 2013 | |


| Indicator O.5 | Cumulative number of demonstrable changes in the circumstances of AGW where there is evidence of attribution to V4C and Population Council’s work on attitudes and behaviours (Shared indicator) | 0 | 5 | 15 | 30 | 50 | Case Studies of ‘headline’ results, directly and indirectly attributed to the programme. |

Source: Case Studies of ‘headline’ results, directly and indirectly attributed to the programme.

---

**Note:** The table above outlines various indicators and their associated data points, baseline years, milestones, targets, and assumptions. The indicators are aimed at measuring progress in key areas such as self-esteem, cadre development, societal attitudes, and formal institutional status of AGW, with specific activities and metrics to track progress towards 2017 targets.
<table>
<thead>
<tr>
<th>INPUTS (£)</th>
<th>DFID (£)</th>
<th>Govt (£)</th>
<th>Other (£)</th>
<th>Total (£)</th>
<th>DFID SHARE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£26.215m (V4C) not including Population Council £10m</td>
<td>-</td>
<td>-</td>
<td>£26.215m</td>
<td>100%</td>
</tr>
</tbody>
</table>

INPUTS (HR)  | DFID (FTEs) |
### STREAM ONE: Increased power to make informed choices and control decisions

**Output 1**

<table>
<thead>
<tr>
<th>Indicator 1.1</th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of girls who receive CSAGE package, across six targeted States in Northern Nigeria (direct and indirect beneficiaries)</td>
<td>Direct: 0</td>
<td>10,000</td>
<td>Additional 25,000</td>
<td>Additional 35,000</td>
<td>Total of 72,500</td>
</tr>
<tr>
<td></td>
<td>Indirect: 0</td>
<td>50,000</td>
<td>Additional 125,000</td>
<td>Additional 175,000</td>
<td>Total of 475,000</td>
</tr>
</tbody>
</table>

**Source**

CSAGE quarterly field monitoring visits and completed MIS forms by SS IPs.

**Assumptions**

Stream level: Changes in the three Streams occur at rates that mean the effects are mutually reinforcing.

Adolescent girls and women with improved life and social skills

**Indicator 1.2**

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative number of AGW who receive innovative V4C direct support options, across four targeted States</td>
<td>0</td>
<td>3,000</td>
<td>7,000</td>
<td>14,000</td>
</tr>
</tbody>
</table>

**Source**

V4C partners’ quarterly reporting.

**Indicator 1.3**

Number of AGW who are in the safe space programme demonstrating:

- A support network of at least five friends
- A mentor
- Knowledge on basic health topics
- Knowledge of where to receive SRH services in their community
- Financial literacy
- Negotiating, influencing and relationship skills

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10,000</td>
<td>Additional 25,000</td>
<td>Additional 35,000</td>
<td>Total of 72,500</td>
</tr>
<tr>
<td>0</td>
<td>2,250 with at least 4/6 skills</td>
<td>5,250 with at least 4/6 skills</td>
<td>10,500 with at least 4/6 skills</td>
<td>15,000 with at least 4/6 skills</td>
</tr>
</tbody>
</table>

**Source**

A Safe Space monitoring tool to be developed jointly with Population Council.

**IMPACT WEIGHTING**

20%

**RISK RATING**

Low

**INPUTS (£)**

<table>
<thead>
<tr>
<th>DFID (£)</th>
<th>Govt (£)</th>
<th>Other (£)</th>
<th>Total (£)</th>
<th>DFID SHARE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>£2.4 Million (V4C)</td>
<td>n/a</td>
<td>n/a</td>
<td>£2.4 Million</td>
<td>100%</td>
</tr>
</tbody>
</table>

**INPUTS (HR)**

DFID (FTEs)
## STREAM TWO: Discrimination challenged and value of AGWs increased

### Indicator 2.1

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>550,000</td>
<td>1,375,000</td>
<td>2,200,000</td>
<td>2,750,000</td>
<td>V4C has resources to work at a sufficient scale to reach critical mass to change attitudes in target audiences. Girl Hub and other gender programmes' communications are consistent with V4C's and there is an additive effect. Mainstream media remains relatively free of government control.</td>
</tr>
</tbody>
</table>

**Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues**

**Baseline**

- Community of people with improved knowledge and attitudes that challenges gendered social discrimination

**Output 2**

**Indicator 2.1**

**Baseline**

- Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues

**Milestone 1**

- Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues

**Milestone 2**

- Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues

**Milestone 3**

- Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues

**Target**

- Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues

**Source**

- New survey for V4C on societal attitudes (B/M & G/W) – with some tailoring towards issues on which V4C is working.

Survey will be repeated annually in all V4C target locations as well as broader sample areas to give both a picture of trend dynamics in V4C focal areas as well as in broader Nigerian society.

V4C-designed 'Continuum of Change' (stages of attitudinal/behavioural change) assessment provides ten narrative statements describing different levels of knowledge, attitude, and practice and rates each one 0-5, from which an overall score can be derived. Data will be made available disaggregated in a number of ways (inter alia, by state, sex, and other factors that highlight the first five stages of attitudinal and practice change scale).

### Indicator 2.2

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC 2013</td>
<td>TBC</td>
<td></td>
<td></td>
<td></td>
<td>Survey for V4C on societal attitudes (B/M &amp; G/W) as indicator 2.1 and follow-up monitoring.</td>
</tr>
</tbody>
</table>

**Number of people who expect other people’s attitude on key V4C issues to change**

**Source**

- Survey for V4C on societal attitudes (B/M & G/W) as indicator 2.1 and follow-up monitoring.

### Indicator 2.3

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-27%</td>
<td>Same as baseline</td>
<td>5% decline from baseline</td>
<td>5% decline from baseline</td>
<td>10% decline from baseline</td>
<td>2008 NDHS; 2013 NDHS; CSAGE Endline Evaluation Survey (% of women ages 15-49 who participate in 4 specified areas of decision-making; and % of men ages 15-49 who disagree with 5 commonly cited situations when wife-beating is justified for the NW and NE)</td>
</tr>
</tbody>
</table>

**Proportion of adult population expressing tolerance for GBV and gender discrimination**

**Source**

- 2008 NDHS; 2013 NDHS; CSAGE Endline Evaluation Survey (% of women ages 15-49 who participate in 4 specified areas of decision-making; and % of men ages 15-49 who disagree with 5 commonly cited situations when wife-beating is justified for the NW and NE)

### Indicator 2.4

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>250,000</td>
<td>500,000</td>
<td>750,000</td>
<td>1,000,000</td>
<td>V4C communications campaign survey and follow-up monitoring.</td>
</tr>
</tbody>
</table>

**Number of supportive indications on issues raised in internet and social media by V4C**

**Source**

- V4C communications campaign survey and follow-up monitoring.

### Impact Weighting

**35%**
<table>
<thead>
<tr>
<th>INPUTS (£)</th>
<th>DFID (£)</th>
<th>Govt (£)</th>
<th>Other (£)</th>
<th>Total (£)</th>
<th>DFID SHARE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>£10.6 Million</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
<td>£6.7 Million</td>
<td></td>
</tr>
<tr>
<td>INPUTS (HR)</td>
<td>DFID (FTEs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Output 3

#### Indicator 3.1
**Key influencers, including boys and men, with improved attitudes to girls and women**

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source**
V4C partners’ quarterly reporting.

**Assumptions**
- Work with boys and men may create some backlash against AGW; however, monitoring and mitigation will be applied.
- Targeted influencers stay relevant in society.

#### Indicator 3.2
**Number of social networks strengthened to challenge discriminatory social norms in V4C communities**

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12</td>
<td>42</td>
<td>71</td>
<td>100</td>
</tr>
</tbody>
</table>

**Source**
V4C partners’ quarterly reporting.

#### Indicator 3.3
**Number of media personalities who endorse the ‘V4C message’ and make at least 1 supportive public communication on AGW issues/year**

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>3</td>
<td>8</td>
<td>14</td>
<td>20</td>
</tr>
</tbody>
</table>

**Source**
V4C monitoring endorsements and media watch on named personalities’ public communications.

### IMPACT WEIGHTING

<table>
<thead>
<tr>
<th>20%</th>
<th>RISK RATING</th>
<th>INPUTS (£)</th>
<th>INPUTS (HR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>DFID (£)</td>
<td>DFID (FTEs)</td>
</tr>
<tr>
<td>£3.6 Million</td>
<td>Govt (£)</td>
<td>Other (£)</td>
<td>Total (£)</td>
</tr>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>£3.6 Million</td>
<td>Medium</td>
</tr>
</tbody>
</table>
## STREAM THREE: Strengthened legal frameworks and political commitment for AGW

### Output 4

#### Indicator 4.1

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC in 2013</td>
<td>TBC after baseline established</td>
<td>TBC after baseline established</td>
<td>TBC after baseline established</td>
<td>In at least 3/5 locations one Bill has progressed 5 stages</td>
<td>Having more women in positions of influence increases the coverage of AGW issues in governance processes.</td>
</tr>
</tbody>
</table>

**Source**
V4C reports citing National and State Houses of Assembly records of Bills and Federal and State Ministries of Justice records of acts. SAVI’s 15 point scheme for recording progress of legislation to be used.

**Extent of preparation, negotiation, passage, and implementation of two key bills for example:**
- Gender & Equal Opportunities (GEO) Bill
- Violence Against Persons Prohibition (VAPP) Bill

#### Indicator 4.2

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC in 2013</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>

**Source**
Annual assessment of policies and procedures of major political parties, public and private sector agencies with respect to gender and women’s participation at Federal and four States.

**Policies and procedures to enhance women’s representation and participation in targeted decision-making structures**

#### Indicator 4.3

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC in 2013</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>

**Source**
1. MDA administrative and budget data (annually).
2. V4C quarterly and annual progress reports.

**Extent to which planning and budgeting processes at selected MDAs at federal and state levels are gender responsive**

### IMPACT WEIGHTING

**15%**

<table>
<thead>
<tr>
<th>INPUTS (£)</th>
<th>DFID (£)</th>
<th>Govt (£)</th>
<th>Other (£)</th>
<th>Total (£)</th>
<th>DFID SHARE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INPUTS (HR)</td>
<td>DFID (FTEs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### CROSS-CUTTING STREAM: Strengthened evidence base and capacity for GEWE

#### Output 5

#### Indicator 5.1

<table>
<thead>
<tr>
<th></th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key audiences are more knowledgeable on how to improve the enabling environment for AGW</td>
<td>Biennial landmark research report on a selected thematic issues relating to the enabling environment for AGWs</td>
<td>5,000 copies of Gender in Nigeria (2012) disseminated</td>
<td>Field research underway for 2014</td>
<td>5,000 copies of research report (2014)</td>
<td>Field research underway for 2016</td>
<td>5,000 copies of research report (2016)</td>
</tr>
</tbody>
</table>

**Source**

Published reports.

#### Indicator 5.2

<table>
<thead>
<tr>
<th></th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-stop e-shop for Nigerian gender reports and research established and used</td>
<td>0</td>
<td>15 downloads / month</td>
<td>35 downloads / month</td>
<td>65 downloads / month</td>
<td>100 downloads / month</td>
<td>Webstats on visits and downloads.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>500 visits / month</td>
<td>1,000 visits / month</td>
<td>1,500 visits / month</td>
<td>2,000 visits / month</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Indicator 5.3

<table>
<thead>
<tr>
<th></th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Gender (Research) Facility established and used</td>
<td>0</td>
<td>Set-up database of experts</td>
<td>180 experts trained on AGW issues</td>
<td>360 experts trained on AGW issues</td>
<td>Cumulatively, 640 experts trained on AGW issues</td>
<td>V4C programme monitoring report.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Baseline 2013</th>
<th>Milestone 1 2014</th>
<th>Milestone 2 2015</th>
<th>Milestone 3 2016</th>
<th>Target 2017</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Call downs to support DFID gender programming.</td>
<td>Call downs to support DFID gender programming</td>
<td>Call downs to support DFID gender programming</td>
<td>Cumulatively, at least 15 strategic call-downs on AGW issues</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Impact Weighting**

<table>
<thead>
<tr>
<th>INPUTS (£)</th>
<th>DFID (£)</th>
<th>Govt (£)</th>
<th>Other (£)</th>
<th>Total (£)</th>
<th>DFID SHARE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>£2.5 Million</td>
<td>n/a</td>
<td>n/a</td>
<td>£2.5 Million</td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>
## V4C Activity Matrix

<table>
<thead>
<tr>
<th>OUTPUT 1</th>
<th>ACTIVITY</th>
<th>Milestone 2014</th>
<th>Milestone 2015</th>
<th>Milestone 2016</th>
<th>Milestone 2017</th>
<th>Risks</th>
<th>Responsible officers @ each activity level?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adolescent girls and women with improved life and social skills</strong></td>
<td><strong>Indicator 1.1 Number of girls who receive CSAGE package, across six targeted States in Northern Nigeria (direct and indirect beneficiaries)</strong></td>
<td>Identify, build capacity and fund local NGOs, FBOs, LEAs and private school owners to establish and run girls-only safe spaces club (SSC) activities</td>
<td>6 established CSO partners mobilized and supported to roll-out CSAGE package implementation</td>
<td>All 6 established partners fully running SSC within communities and schools</td>
<td>Competitively selected CSOs and schools identified and mobilized for implementation of SS</td>
<td>All required CSAGE IPs for the SSCs implementation are fully active</td>
<td>strong community buy-in on CSAGE through partnering local NGOs and schools</td>
</tr>
<tr>
<td><strong>SSC innovative grants competition scheme developed and launched</strong></td>
<td><strong>Indicator 1.2 Cumulative number of AGW who receive innovative V4C direct support options, across four targeted States</strong></td>
<td>Facilitate all female SS technical skill-building sessions and resources through online platform and face-to-face meetings</td>
<td>Community endorsed/recognized (meetings &amp; venues)</td>
<td>7,000 girls attended and participated in meetings</td>
<td>14,000 girls attended and participated in meetings</td>
<td>20,000 girls attended and participated in meetings</td>
<td>Limited resources and opportunities for community and local partners to implement full safe space model</td>
</tr>
<tr>
<td></td>
<td><strong>Indicator 1.3 Proportion of AGW demonstrating: a) support network of at least five friends; b) mentor; c) knowledge on basic health topics; d) knowledge of where to receive SRH services in their community; e) financial literacy; f) negotiating, influencing and relationship skills</strong></td>
<td>Facilitate knowledge sharing and the cross-pollination of innovative ideas and best practices</td>
<td>1 peer-to-peer knowledge and best practices sharing conducted</td>
<td>2 peer-to-peer knowledge and best practices sharing conducted</td>
<td>2 peer-to-peer knowledge and best practices sharing conducted</td>
<td>7 peer-to-peer knowledge and best practices sharing conducted</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Continuous TA and supportive monitoring of established SSCs</strong></td>
<td>10,000 girls recruited and adequately exposed to CSAGE SSC package</td>
<td>25,000 additional girls fully exposed</td>
<td>35,000 additional girls fully exposed</td>
<td>25,000 additional girls fully exposed</td>
<td>Resistance to CSAGE’s SS approach</td>
<td></td>
</tr>
<tr>
<td>OUTPUT 2</td>
<td>ACTIVITY</td>
<td>Milestone 2014</td>
<td>Milestone 2015</td>
<td>Milestone 2016</td>
<td>Milestone 2017 (Target)</td>
<td>Risks</td>
<td>Responsible officers @ each activity level?</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>----------------</td>
<td>----------------</td>
<td>----------------</td>
<td>-------------------------</td>
<td>-------</td>
<td>-------------------------------------------</td>
</tr>
</tbody>
</table>
| Community of people with improved knowledge and attitudes that challenges gendered social discrimination | Indicator 2.1 Progress along the continuum of knowledge, attitude and behaviour change in relation to key V4C issues | 1) Developed: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
3) Aired: Radio – 5,400; TV – 540 | | Understanding and interpretation of issues by ad agency | V4C Programme |
| | Indicator 2.2 Number of people who expect other people’s attitude on key V4C issues to change | | | | | Understanding and interpretation of issues by CSO partners | Media Stations |
| | Develop, produce and air GEWE content programming (in 4 languages) (cumulative) | 1) Developed: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
2) Produced: Radio – 108; TV – 72  
3) Aired: Radio – 5,400; TV – 540 | | | |
| | Develop, Produce and broadcast radio magazine programme (in 4 languages) (cumulative) | 1) Developed: 4  
2) Produced: 4  
3) Broadcast: 104 | 1) Developed: 4  
2) Produced: 4  
3) Broadcast: 104 | 1) Developed: 4  
2) Produced: 4  
3) Broadcast: 104 | | | |
| | Produce and air short films (in 4 languages) (cumulative) | 8 Short films produced  
25,000 Short films distributed | 2 Short films produced  
25,000 Short films distributed | 2 Short films produced  
25,000 Short films distributed | 8 Short films produced  
100,000 Short films distributed | | V4C Programme |
| | Produce and place issue based billboards and distributed assorted below the line materials (in 4 languages) | 150 billboards placed  
123,750 BTL materials | 150 billboards placed  
123,750 BTL materials | 150 billboards placed  
123,750 BTL materials | 600 billboards placed  
495,000 BTL materials | | |
| | Communication and demand creation through community level interventions (cumulative) | 18,720 interpersonal contacts  
1,248 contact sessions | 18,720 interpersonal contacts  
1,248 contact sessions | 18,720 interpersonal contacts  
1,248 contact sessions | 74,880 interpersonal contacts  
4,992 contact sessions | | |
<p>| | Provide evidences, monitor and evaluate all intervention programmes | Operational research on Behavioural change interventions commenced | Operational research report for all interventions disseminated | Operational research report for all interventions disseminated | End of project programme evaluation conducted | | |
| | Indicator 2.3 Proportion of adult population expressing tolerance for GBV and gender discrimination | Support planning of media and community dialogues on AGE | Community and media engagement strategy for AGE | Media roundtable and community conversation sessions on AGE | All major media houses and well-known practitioners and evidence of greater media and community engagement with media and CBO partners’ commitment to AGE promotion is sustained | | Population Council |</p>
<table>
<thead>
<tr>
<th>Promotion developed</th>
<th>Issues commend in collaboration with GHN</th>
<th>Key opinion leaders in CSAGE states are sensitized on key AGE issues via multiple channels</th>
<th>AGE issues</th>
<th>Resistance to AGE at community level</th>
</tr>
</thead>
</table>

**Indicator 2.4 Number of supportive indications on issues raised in internet and social media by V4C**

<table>
<thead>
<tr>
<th>Develop social media interactive medium</th>
<th>2 developed</th>
<th>0 developed</th>
<th>2 developed</th>
<th>Poor Internet connectivity</th>
<th>V4C Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce and post GEWE issues content messages</td>
<td>52 developed</td>
<td>52 developed</td>
<td>52 developed</td>
<td>208 developed</td>
<td>208 posted</td>
</tr>
<tr>
<td>OUTPUT 3</td>
<td>ACTIVITY</td>
<td>Milestone 2014</td>
<td>Milestone 2015</td>
<td>Milestone 2016</td>
<td>Milestone 2017 (Target)</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>---------------</td>
<td>---------------</td>
<td>---------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Key influencers, including boys and men, with improved attitudes to girls and women</td>
<td>Indicator 3.1 Number of men and boys who are in V4C male peer-to-peer group programme demonstrating: a) knowledge on the role of male socialisation, power, privilege and control as root causes of gender inequality; b) acceptance of their own role in maintaining gender norms and inequality; c) a commitment to a positive masculinity; d) listening skills; e) understanding of how women and girls can be supported in communities</td>
<td>Identify and strengthen social networks of boys and men in targeted communities</td>
<td>12 networks</td>
<td>42 networks</td>
<td>71 networks</td>
</tr>
<tr>
<td>Implement targeted programmes to reshape mindsets of boys and men</td>
<td>Implement targeted programmes to reshape mindsets of boys and men</td>
<td>Curriculum-based, age-graded information and training sessions developed</td>
<td>36 peer to peer group meetings held</td>
<td>36 peer to peer group meetings held</td>
<td>132 peer to peer group meetings held</td>
</tr>
<tr>
<td>Key influencers, including boys and men, with improved attitudes to girls and women</td>
<td>Indicator 3.2 Cumulative number of traditional, religious and political leaders with whom V4C has engaged, who say they have positive views about gender issues</td>
<td>Increase gender awareness of traditional, religious and political leaders</td>
<td>800 leaders educated</td>
<td>2,000 leaders educated</td>
<td>3,200 leaders educated</td>
</tr>
<tr>
<td>Key influencers, including boys and men, with improved attitudes to girls and women</td>
<td>Indicator 3.3 Number of media personalities who endorse the ‘V4C message’ and make at least 1 supportive public communication on AGW issues/year</td>
<td>Build a community of strategic partners to promote GEWE</td>
<td>3 endorsements from media personalities</td>
<td>8 endorsements from media personalities</td>
<td>14 endorsements from media personalities</td>
</tr>
</tbody>
</table>

58
<table>
<thead>
<tr>
<th>OUTPUT 4</th>
<th>ACTIVITY</th>
<th>Milestone 2014</th>
<th>Milestone 2015</th>
<th>Milestone 2016</th>
<th>Milestone 2017 (Target)</th>
<th>Risks</th>
<th>Responsible officers @ each activity level?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater inclusion of girls and women issues in political and governance processes</td>
<td><strong>Indicator 4.1 Extent of preparation, negotiation, passage, and implementation of two key bills</strong> [Gender &amp; Equal Opportunities (GEO) Bill and Violence Against Persons Prohibition (VAPP) Bill]</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Support coalitions to increase momentum on passage of VAPP bill</td>
<td></td>
<td>Bill has passed through 2nd reading at House</td>
<td>Bill gazette in Senate</td>
<td>Bill has gone through public hearing</td>
<td>Bill passed into law</td>
<td>High turnover of parliamentarians following 2015 elections</td>
<td>V4C Programme Raising Her Voice Coalition National Coalition for Affirmative Action FIDA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bill negotiated in at least 2 targeted states</td>
<td>Bill drafted in at least 2 targeted states</td>
<td>Sponsor secured for Bill in at least 2 targeted states</td>
<td>Bill in the gazette at least 2 targeted states</td>
<td>Contentious issues related to CEDAW</td>
<td></td>
</tr>
<tr>
<td>Support coalitions to increase momentum for passage of GEO bill</td>
<td></td>
<td>Sponsor secured for GEO bill at federal and at least 2 targeted states</td>
<td>Bill in gazette at federal and at least 1 state</td>
<td>Bill scheduled for 1st reading in at least 2 targeted states and at the House</td>
<td>Bill passed through 1st reading in at least 2 targeted states and scheduled for 1st reading at Senate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Indicator 4.2 Policies and procedures to enhance women's representation and participation in targeted decision-making structures</strong></td>
<td>Facilitate the institutionalisation of gender equality into policies and procedures of EMBs and major political parties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>V4C Programme</td>
</tr>
<tr>
<td></td>
<td>Gender policy for INEC drafted and adopted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>National stakeholders’ forum organized to secure commitment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Election guidelines of at least 2 political parties reviewed</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>More women emerge as aspirants and candidates for senior level positions within political parties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EMBs and political parties unwilling to meet obligations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elections cannot take place due to political considerations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitate the institutionalisation of gender equality into policies and procedures of regulatory bodies and targeted public-private sector agencies (e.g., CBN, NAICOM, Police Service Commission, and Professional Associations: Institute of Bankers etc.)</td>
<td>A compendium of empowering and disempowering policies</td>
<td>Commitments secured on review of disempowering policies</td>
<td>Policy adopted to increase the representation of women in decision making in at least 1 regulatory body</td>
<td>Quota system adopted for women in public service</td>
<td></td>
<td>V4C Programme</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Indicator 4.3 Extent to which planning and budgeting processes of selected MDAs at federal and state levels are gender responsive</strong></td>
<td>Support capacity development of selected sector MDAs to achieve improved gender responsive planning and budgeting processes</td>
<td>Forum of technical staff and gender focal persons of MDAs at the Federal level established</td>
<td>Results for women and girls planning and budgeting and M&amp;E capacity at 3 MDAs improved through technical assistance and mentoring</td>
<td>At least 5 MDAs sign MoU with MoF and MoWA Governor’s budget speech reflects gender responsiveness</td>
<td>FGN issue policy on inclusion of at least 1 specific project to benefit AGW in all MDAs budgets</td>
<td>Government bureaucracy might slow down the process, as well as 2015 Political transition programme</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lack of political commitment to funding gender related programmes/plans by Federal &amp; State governments</td>
<td>V4C Programme</td>
</tr>
<tr>
<td>OUTPUT 5</td>
<td>ACTIVITY</td>
<td>Milestone 2014</td>
<td>Milestone 2015</td>
<td>Milestone 2016</td>
<td>Milestone 2017 (Target)</td>
<td>Risks</td>
<td>Responsible officers @ each activity level?</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>----------------</td>
<td>----------------</td>
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<td>------------------------</td>
<td>-------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Indicator 5.1</td>
<td>Biennial landmark report on a selected thematic issues relating to the enabling environment for AGWs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commissioner research on selected thematic issues related to the enabling environment for AGWs (e.g. violence against women, married adolescents etc.)</td>
<td>Database of existing researchers in Nigeria developed Overall research agenda developed</td>
<td>8-10 commissioned studies on selected themes conducted 30 researchers mentored</td>
<td>Capacity of implementing partners and other associated programmes and agencies improved on the GRIPP concept</td>
<td>New research on substantive 8-10 themes' study commissioned</td>
<td>Sustained support from the various institutions</td>
<td>V4C Programme</td>
</tr>
<tr>
<td></td>
<td>Publish and disseminate research reports</td>
<td>5,000 copies of report produced and disseminated Evidence-informed policy briefs for GEWE interventions (GRIPP) produced and used by CSO networks/groups</td>
<td>5,000 copies of report produced and disseminated Evidence-informed policy briefs for GEWE interventions (GRIPP) produced and used by CSO networks/groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Indicator 5.2 One-stop e-shop for Nigerian gender reports and research established and used</td>
<td>National resource base for information storage, retrieval and management established Preliminary design of the gender e-shop in place An e-portal of the gender e-shop developed E-discussion on topical GEWE issues facilitated</td>
<td>Increasing numbers of development partners and associated research institutions and agencies submit material including peer reviewed articles to the gender e-shop site Gender e-shop fully functional with strong linkages between institutions and agencies to assure information dissemination E-discussion on topical GEWE issues facilitated</td>
<td>Gender e-shop fully functional with strong linkages between institutions and agencies to assure information dissemination E-discussion on topical GEWE issues facilitated</td>
<td>Poor Internet connectivity; Poor power supply; Sustained support from the various institutions</td>
<td></td>
<td>V4C Programme</td>
</tr>
<tr>
<td></td>
<td>Indicator 5.3 Strategic Gender (Research) Facility</td>
<td>Database of experts developed</td>
<td>180 experts trained on AGW issues</td>
<td>360 experts trained on AGW issues</td>
<td>640 experts trained on AGW issues</td>
<td>Other DFID supported programmes, non-government and government agencies recognize V4C’s expertise and request support</td>
<td>V4C Programme</td>
</tr>
</tbody>
</table>
Annex B: Detailed economic appraisal

Introduction

175. The economic appraisal takes a qualitative approach, based on evidence from the global literature. There is strong enough evidence to undertake a robust qualitative cost benefit analysis, and a semi-quantitative cost effectiveness analysis to reach firm conclusions. It would not be advisable to undertake traditional quantitative cost benefit analysis, as data is incomplete, there are difficulties in attribution, the benefits are very long term and there is a broad potential reach. Moreover, the programming has yet to be fully designed at this stage. However, with the global qualitative evidence available, the evidence does suggest that a number of interventions will deliver significant development benefits on a cost effective basis. While both options offer good value for money overall, Option 2 is clearly likely to offer greater value for money than Option 1.

176. Appendix 1 gives a cost benefit analysis for the Population Council CSAGE programme grant. This concludes that this programme offers good cost effectiveness, with a cost per beneficiary of £55, reasonable evidence of effectiveness based on evidence and equitable results.

Summary findings

177. Table 7 summarises the VFM findings for both options. On balance based on the appraisal Option 2 has a better VFM rating compared to Option 1. Both options are forecast to show good VFM overall.

<table>
<thead>
<tr>
<th>Description of beneficiaries</th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted poor AGW in 2 northern states and 2 other states: e.g. adolescent girls, Widows, female politicians, government officials and citizens. Mainly current generations.</td>
<td>A wider cohort of young women and men and opinion leaders in society in 4 states and nationwide, including some targeted poor AGW. Scope for large positive externalities within society across differing demographic groups and future generations.</td>
<td></td>
</tr>
<tr>
<td>Number of direct beneficiaries</td>
<td>100,000 for Safe Spaces 40,000 Number of AGW who receive innovative V4C direct support options, across four targeted States; 0 men and boys 1,000 religious, traditional and other leaders with more positive attitudes to AGW empowerment</td>
<td>100,000 for Safe Spaces 20,000 Number of AGW who receive innovative V4C direct support options, across four targeted States 12,000 men and boys who have participated in V4C male peer-to-peer groups on gender issues 4,000 religious, traditional and other leaders with more positive attitudes to AGW empowerment</td>
</tr>
<tr>
<td>Number of indirect beneficiaries</td>
<td>People who give supportive indications on issues raised in social media by V4C 0</td>
<td>People who give supportive indications on issues raised in social media by V4C 1,000,000</td>
</tr>
</tbody>
</table>
## Operational research and evidence?

<table>
<thead>
<tr>
<th></th>
<th>People who will show demonstrated change along a 10 point scale</th>
<th>People who will show demonstrated change along a 10 point scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Spaces</td>
<td>850,000</td>
<td>2,750,000</td>
</tr>
<tr>
<td>500,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operational research and evidence?</th>
<th>Yes</th>
<th>Yes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cost effectiveness (CE)</th>
<th>Good CE</th>
<th>Likely to be greater CE c.f. Option 1 due to greater number of beneficiaries and scale economies of new media</th>
</tr>
</thead>
<tbody>
<tr>
<td>-------------------------------------</td>
<td>---------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Potential for sustained benefits in the form of social change?</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Main benefits qualitative</th>
<th>Private benefits to directly targeted AWG in terms of health, education, welfare, economic empowerment, self-esteem, women’s access to legal rights, human rights, inter generational benefits. Limited social benefits spinning off.</th>
<th>More sustainable private benefits as in Option 1, but to less direct targets. Contributions to awareness raising for issues in question, and behavioural and attitudinal changes across institutions and society leading to multiplier effects, great changes to the enabling environment and real changes in welfare and economic outcomes for relatively high numbers of people (such as voting, new adoption of health facilities)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Expected value of benefits</th>
<th>Low/Medium</th>
<th>Medium/High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>Medium/high</td>
<td>Medium/high</td>
</tr>
<tr>
<td>Efficiency</td>
<td>Medium</td>
<td>High (due to new media)</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>Low/medium (absence of evidence)</td>
<td>High</td>
</tr>
<tr>
<td>Equity</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Uncertainty and risk</td>
<td>Low/Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Overall good VFM?</td>
<td>Low/Medium</td>
<td>Medium/high</td>
</tr>
</tbody>
</table>

### Incremental costs

178. Table 8 indicates the budgets for both options. As can be seen the total budget envelope is the same, but with differing amounts in each programming stream. Option 1 has a greater focus on Stream 1 (31%) whereas Option 2 has a greater focus on stream 2 (39%).
Table 8: Budget for Options 1 and 2

<table>
<thead>
<tr>
<th>Cost category</th>
<th>Option 2 Budget £</th>
<th>Option 2: % total (Excl. Pop Council)</th>
<th>Option 1 Budget £</th>
<th>Option 1: % total (Excl. Pop Council)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADMIN/OVERHEADS/living costs, travel, equipment</td>
<td>5,300,000</td>
<td>20%</td>
<td>5,300,000</td>
<td>20%</td>
</tr>
<tr>
<td>PROGRAMMING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Council grant</td>
<td>10,000,000</td>
<td>-</td>
<td>10,000,000</td>
<td>-</td>
</tr>
<tr>
<td>Strategic fund</td>
<td>2,000,000</td>
<td>8%</td>
<td>2,000,000</td>
<td>8%</td>
</tr>
<tr>
<td>Stream 1: Increased power to make informed choices and control decisions</td>
<td>2,400,000</td>
<td>9%</td>
<td>8,000,000</td>
<td>31%</td>
</tr>
<tr>
<td>Stream 2: Discrimination challenged and value of AGWs increased</td>
<td>10,300,000</td>
<td>39%</td>
<td>5,000,000</td>
<td>19%</td>
</tr>
<tr>
<td>Stream 3: Strengthened legal frameworks and political commitment for AGW</td>
<td>2,300,000</td>
<td>9%</td>
<td>2,300,000</td>
<td>9%</td>
</tr>
<tr>
<td>Cross cutting Output 5 Strengthened evidence and capacity on GEWE</td>
<td>2,500,000</td>
<td>10%</td>
<td>2,500,000</td>
<td>10%</td>
</tr>
<tr>
<td>M&amp;E</td>
<td>1,300,000</td>
<td>5%</td>
<td>1,000,000</td>
<td>4%</td>
</tr>
<tr>
<td>Knowledge Management and Learning</td>
<td>100,000</td>
<td>0.4%</td>
<td>100,000</td>
<td>0.4%</td>
</tr>
<tr>
<td>Grant Financing</td>
<td>15,000</td>
<td>0.1%</td>
<td>15,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>36,015,000</td>
<td></td>
<td>36,215,000</td>
<td></td>
</tr>
<tr>
<td>Total excluding Pop Council</td>
<td>26,215,000</td>
<td>100%</td>
<td>26,215,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

179. Management overheads are roughly 20%. This is in line with the magnitude of overheads that one would expect for development funds generally, thus showing good cost economy. This figure can be gauged against benchmarks, as shown below in Figure 3, where the fund management costs for the majority of examples are higher:

180. The design of the delivery mechanism includes a Strategic Opportunities Fund, which allows flexibility in terms of funding and thus greater effectiveness.
Counterfactual scenario

181. In the without project case, there are no other donors or agents who will fund this type of programming. It is new and innovative for Nigeria and not the type of interventions that are routinely carried out. Thus in the counterfactual scenario the net benefits projected in this appraisal will not occur, and society will be worse off.

Demand side (enabling environment) v supply side (service delivery) interventions

182. In order to achieve the benefits as outlined below, V4C focuses largely on the demand-side enabling environment. In the without project case, an alternative use of the funds could be to finance the supply side service delivery to achieve the same impacts, so to focus on access to health clinics, primary and secondary education etc. specifically targeted to AGW. Theory suggests that whilst improving targeted access to service delivery is necessary, it is not sufficient in improving outcomes and impacts. Moreover DFID N is already funding this through other programming. Focussing on the enabling environment tackles barriers that prevent AGW from utilising existing services. So whilst improving and expanding service delivery for AGW is important, it will only be effectively used by AGW when demand side barriers are removed by improving the enabling environment. Tackling service delivery and enabling environment barriers together more effectively leads to positive outcomes as both measures are needed to work synergistically.

183. Moreover, addressing the enabling environment also addresses barriers on the supply side. For example, tackling the political and legislative
environment will inevitably result in more resources going into services that benefit AGW. By changing provider behaviour, this will promote competition and choice for AGW, and improve the propensity of AGW to consume social sector goods.\textsuperscript{106}

**Identification of benefits**

**Overarching benefits**

184. For the purposes of this analysis\textsuperscript{107} the benefits are focussed at the outcome and impact level: the impact being: \textit{AGW have improved access to health, education, economic opportunities and justice}. And the outcome associated with the programme is \textit{the enabling environment for AGW empowerment in Nigeria strengthened}. This appraisal assesses which option achieves the outcomes and impacts better from a value for money point of view.

185. Each of the welfare benefits and economic benefits that are likely to occur in the realisation of the outcome are considered in turn.

**Welfare benefits**

186. Working by empowering individuals through mentoring, discussions, positive role models, this will reduce perceived barriers and lead to changes in behaviours and attitudes of the individuals and their immediate environment and influencers, which will equip AGW with knowledge and access to health services (please refer to the Theory of Change for greater details on how shifts in attitudes and empowered AGW supported through V4C will positively impact on goals). This in turn will empower AGW to make health investments, resulting in better quality of lives. This will lead to further positive outcomes giving rise to private benefits (direct to individuals): in terms of reproductive health, delayed sex with lower risk partners are likely to give rise to a reduction in adolescent pregnancies and reduced fertility more generally. There are welfare gains to this, in terms of reduced infant and maternal mortalities and reduced health problems. There is also evidence that high fertility can adversely affect child health through poorer maternal nutrition and health, with for example, undernourished mothers whose babies have low birth-weights accounting for 60-80\% of neonatal deaths.\textsuperscript{108} Similarly, improvements in the survival rates of mothers increase rates of school enrolment and attainment for children.\textsuperscript{109} There is also some evidence in the opposite direction i.e. that improved child survival rates (which might be brought about by better female education) helps to reduce fertility.\textsuperscript{110}

187. By working across society to change general attitudes across a cross section of people, social change will address barriers and result in more AGW accessing health services and improving their health outcomes in a sustained and wider way. It will provide a more conducive environment for the realisation of private benefits to individuals.

188. V4C programming focusing on changing attitudes towards domestic violence will also result in direct welfare gains to individual women and girls, through focussing on the individual and through society at large. There are several negative welfare effects of domestic violence: studies have found that
women with a history of abuse are more likely than other women to report a range of chronic health problems such as headaches, chronic pelvic pain, back pain, abdominal pain, irritable bowel syndrome, and gastrointestinal disorders. Women who experience sexual violence experience higher rates of gynaecological problems than other women, as shown by research from the USA which found that women who experienced intimate partner violence had three times the risk of gynaecological problems compared to non-abused women. There is growing evidence that violence increases women's vulnerability to HIV and that HIV can also be a risk factor for violence, since disclosure can put some women at risk of violence by their partners, family or community members. FGM increases the risks of obstetric complication and perinatal deaths. In addition such victims suffer physical injuries. There is also a greater incidence of unintended or unwanted pregnancy. Studies indicating that such pregnancy rates range from 5% among women in the USA to 17% among adolescents in Ethiopia and 15–18% among girls and women seeking help at rape crisis centres in Mexico, Thailand and the Republic of Korea. Such girls and women are more likely to undergo unsafe abortions. Intimate partner violence accounts for a substantial proportion of deaths among pregnant women. For example, a study in 400 villages in rural India found that 16% of deaths among women during pregnancy resulted from partner violence. Both physical and sexual violence have been linked to a greater risk of adverse mental health outcomes among women. All these negative effects will be reduced by the reduction of violence against women and girls.

Economic benefits

189. This section borrows from the Gender Equality and Economic Growth paper. There are two types of returns to education, private returns to the individual and social or public returns to society. Private returns to the individuals are higher wages and thus better living standards, and over longer periods. Empirical evidence indicates that providing girls with an extra year of schooling increases their wages by 10-20% and women with more years of schooling have better maternal health, fewer and healthier children and greater economic opportunities.

190. The private economic gains to reduced adolescent pregnancies, for example, are considered to be significant, in terms of the impact in forgone future earnings. Reduced pregnancies avoid girls dropping out of school, avoid having lower long run educational attainment and consequently avoid reduced economic opportunities and earning power.

191. Social or society wide or public returns accrue from education. For example, education promotes democracy and female political and social participation, the mechanisms for and benefits of which are harder to identify and quantify. Some key channels, however, might include greater socialisation and awareness of girls in school leading to greater social and political participation. For example, in Bangladesh educated women are three times more likely than women with very limited education, to participate in political meetings. This is particularly important as evidence suggests that women in positions of decision making power tend to invest more in human capital development, which is necessary for growth.
192. At the micro level, a large body of evidence suggests that healthier and better educated women and those not suffering from violence have higher productivity and thus the potential to contribute to higher economy-wide productivity growth. This increases an economy’s productive capacity and thus supports economic growth and poverty reduction. Gender inequality in education is estimated to account for a loss in growth of 0.38% per annum in sub-Saharan Africa and 0.81% in South Asia. Greater economic activity should also generate higher tax revenues which will be of benefit to society as a whole, in the provision, for example, of social safety nets, infrastructure, education and healthcare. Gender inequality is also particularly relevant to growth in savings, investment and subsequently economic growth if, as evidence suggests, women have a greater propensity to save.\textsuperscript{116}

193. V4C programming focussing on the individual and society-wide social change will result in private and social returns. But empowering individuals will give rise to private benefits just to those individuals, and will result in limited impacts in terms of social change, because there is less likely to be critical mass of people with sustained changed behaviour, thus limiting positive externalities resulting in society-wide benefits. Working at the society level (Stream 2) to promote social change with respect to education will amplify the economic benefits.

\textit{Benefits of Research (Stream 4)}

194. The knowledge and evidence to be documented by the research in the knowledge hub is expected to provide an international public good thus generating positive externalities for other countries and beneficiaries. Furthermore, research provides methodological and conceptual advances in the understanding and evaluation of complex social interventions. The integrated action research programme is expected to help address an important gap in the evidence base for work concerning behavioural and attitudinal social change programming in Nigeria, thus leading to better programming in the future. The programme is expected to produce clear, operationally relevant and accessible information that can be used by policy makers to inform policy and planning in Nigeria and internationally. This is to allow similar programmes to be designed more effectively in the future in Nigeria and elsewhere by development partners; government and the private sector which will help accelerate progress towards achieving the MDGs.

195. Another objective of the research is to encourage scale up, particularly for stream 1 interventions. There is empirical evidence from the Population Council that suggests that well designed OR and pilots do lead to successful scale up. For example, the \textit{Siyakha Nentsha}—“Building with Young People” programme in South Africa consists of building financial, social, and health (including HIV prevention) capabilities for boys and girls in a secondary school.\textsuperscript{117} A panel survey that followed the boys and girls over an 18-month period showed statistically significant program effects. As a result, the Population Council is now collaborating with the KwaZulu-Natal Department of Education and other local partners to scale-up the program in other secondary schools in the province.
Long term intergenerational benefits

196. The V4C investments at the individual level can also provide long term benefits through intergenerational human capital improvements. As women are more educated and healthy, they are better equipped to invest in their children, through ensuring that they receive high quality education and healthcare. Similarly, economically empowered women will tend to have fewer children at a later age, which can, if accompanied by other appropriate conditions, bring society wide benefits in the form of development and poverty reduction, brought about by a demographic dividend. Progress and shifts in attitudes and behaviours across society at large through Option 2 interventions will span generations and result in even greater empowerment, thus contributing to intergenerational benefits through a virtuous circle.

Key differences between options 1 and 2 for benefits

197. In terms of private benefits, Option 1 is likely to have a greater number of direct private beneficiaries, as more of the programming budget is allocated to targeting AGW directly. These will spin off some indirect and social benefits for Option 1, but such benefits will be partial and unsustainable in the absence of addressing the enabling environment throughout society.

198. In contrast, whilst Option 2 will have fewer private direct beneficiaries, the realisation of benefits by each of these individuals are more likely to occur because the transformational change in attitudes will underpin this, by further reducing barriers and entrenched social norms. More importantly, the transformational change in attitudes and behaviours in Option 2 will give rise to a larger number of indirect beneficiaries, and in turn contributing to a much larger magnitude of social benefits through more empowered AWGs across society. Such benefits will be sustainable. This will thus amplify the total magnitude of benefits for Option 2.

Evidence underpinning the benefits of Options 1 and 2 (see Evidence Annex F for exact references and greater details)

Option 1

199. Option 1 has a much greater focus on stream 1 – 31% of the budget thus it is worth examining the evidence surrounding these types of interventions to understand their VFM implications. There is clear evidence from safe spaces type work that they provide good short term benefits directly to individual girls, but no wider societal change impacts. Evidence from impact assessments from Population Council programmes in a range of different countries – including Ethiopia, Kenya and South Africa indicate that the programme has impacts on outputs (i.e. building range of assets), but there is less evidence on outcomes (i.e. girls empowerment, sexual and reproductive health outcomes).

200. In Kenya and Uganda, positive changes were demonstrated in social networks and mobility, independence and self-confidence, gender norms, financial literacy, use of bank services and savings behaviour. Programme participants had greater understanding of family planning, longer-term financial goals, greater understanding of money management and higher levels of savings. Also in Kenya, girls who had participated in the Tap and
Reposition Youth (TRY) programme, which involved group meetings, loans and savings, had greater ability to refuse sex and insist on condom use, compared to girls in a control group.\textsuperscript{118}

201. Similarly, the First Time Parent programme in India\textsuperscript{119}, targeted 20,000 newly-wed young women to improve their sexual and reproductive health. While exposure to the intervention had a significant, positive net effect on gender role attitudes in one of the sites, it did not influence attitudes towards domestic violence in either site.

\textit{Option 2}

202. For Option 2, there is a much greater emphasis on Stream 2, instruments to make transformational changes across society. Such impacts are evident in similar interventions in other countries.\textsuperscript{120} There is some cost benefit empirical evidence. For example, the UK had a stroke awareness communications campaign\textsuperscript{121} to educate the general public as to how to spot the symptoms of stroke and what to do as a result. With 110,000 strokes in the UK per year, a wide-reaching, multi-channel campaign, aimed at a core elderly audience, pinpointed where stroke symptoms occur, the signs to look out for, and the action that needs to be taken with a memorable acronym, F.A.S.T: (Face; Arms; Speech; Time to call 999). The campaign successfully changed behaviour fast: within a year, an estimated 9,864 more people got to hospital faster, 642 of whom were saved from death or serious disability via clot-busting treatment. It achieved a payback of £3.20 for every £1 spent, thus indicating strong VFM.\textsuperscript{122}

203. Similarly, another crime prevention programme in the UK \textsuperscript{123} demonstrated excellent VFM. Theft costs British society an estimated £9.5 billion per year. The media campaign involved motivating a core target audience most at risk of crime to demonstrate measures they could take to prevent it. Using a single, humorous campaign idea, executed through TV, radio and print, the strategy was to dramatise how thieves saw their victims as stupidly careless. The campaign reduced the cost of crime to the taxpayer by £189 million and generated payback of £14 for every £1 spent.

204. A 2009 review\textsuperscript{124} of three kinds of social norm change campaigns found that: innovations can dramatically reshape gender norms that constrain women when serious, national level commitment is mobilized at an opportune time, and in a conducive social, economic and political environment. The anti-foot binding campaign in China exemplifies this scenario. It relied heavily on social networks, public outreach, and the spread of information- and in some cases, state coercion. The campaign successfully ended the deeply entrenched practice of footbinding, within a generation.

205. In comparison, equally creative and committed efforts at the community level without strong national momentum or favourable contextual conditions have more limited impact. The campaign against female genital cutting in Senegal exemplifies this latter scenario; whilst successful at a local level, it failed to achieve social change nationwide due to a lack of public participation at scale.

206. Option 2 also has a greater focus on women’s movements (“the autonomous mobilisation of feminists in domestic and transnational
contexts”). Evidence from a global comparative analysis\textsuperscript{125}, drawing on data from 70 countries over four decades, found that women's movements are key to enacting policy change around VAWG, more important than a nation's wealth, leftist political parties, or number of women politicians.

207. It is argued that increasing women’s representation in parliament often leads to legal reforms that expand women’s rights.\textsuperscript{126} This has been seen in, for example, Macedonia, Costa Rica, Spain, Tanzania, Nepal, and Rwanda. In Rwanda, the Ministry of Gender and Family Promotion is widely credited as playing an important role, along with the Forum of Women Parliamentarians and civil society organizations, in pushing through the 1999 Law on Matrimonial Regimes, Liberalities and Successions. This legislation established women’s rights to own and inherit land on an equal basis with men, and to share ownership of marital property. Preliminary findings from qualitative research indicate that these legislations are affecting attitudes towards land inheritance and patterns in practice. Although quantitative data are not yet available, many male family heads commented that under the new law they felt obliged to give their daughters land.\textsuperscript{127}

208. Beyond women’s movements, option 2 has a focus on social movements more widely. Social movements emerge as part of and in response to dominant relations of power in a society and give voice to otherwise invisible or excluded ideas by challenging dominant discourses and assumptions. In Brazil social movements include a number of different partners including local and national NGOs. They are widely regarded as having played the leading role in bringing to an end the military dictatorship in the 1980s and contributed to the establishment of democratic institutions. In Nepal, during the peace negotiations, the Nepal Citizens’ Movement was successful in influencing other groups to launch their own protest programmes.\textsuperscript{128,129}

209. Option 2 also has a much stronger focus on men and boys, as underpinned by the evidence that shows that working with men and boys is key to improving the enabling environment for AGW. For example, a World Health Organization study\textsuperscript{130} analysed data from 58 evaluation studies related to interventions among men and boys concerning sexual and reproductive health, HIV prevention, reducing gender based violence, maternal and child health, and challenging established gender roles. It concluded, “well-designed programmes with men and boys show compelling evidence of leading to change in attitudes and behaviour.” The most effective were those that sought to promote more gender-equitable relationships between men and women. Furthermore, this review noted that the programmes most effective in promoting behavioural change were integrated programmes that were based on “community outreach, mobilization and mass-media campaigns.”\textsuperscript{131} Evidence from Instituto Promundo’s work in Chile, Brazil, and India shows that group work with men and boys with men and boys has led to increased discussion of GEWE issues and decreased support of violence behaviour towards women.\textsuperscript{132}

210. Option 2 also has a wider targeting remit, to capture other key influencers in the community. For example the middle class can be harnessed as a “powerful agent of change to expand prosperity to those left
behind”. Evidence from Ghana shows that there is evidence of the middle class influencing poorer, marginalised groups through national NGOs and CSOs, noting, though, that the desire of the broader middle class to organise around pro-poor issues is limited.

211. Option 2 is likely to include professional women in white-collar jobs and higher education students to increase their presence, capacity and participation in public life. This will establish a cadre of individuals with the skills, expertise and confidence to push social norms, gain economic entitlements and formal rights, and ability to organise for collective action. Limited evidence from Vietnam, India, Liberia and Mali shows that the presence of women’s groups promoting entrepreneurship, mentoring girls in schools, empowered female politicians and the presence of female police officers represent different ways to promote the establishment of an enabling environment for AGW and benefits a broader spectrum of AGW.

212. There is medium to strong evidence that this reform is most effective and sustainable in the presence of an autonomous women’s movement able to challenge the status quo through the mobilisation of a collective voice. The evidence points to the need to focus on girls’ education today to contribute to the emergence of a cadre of feminist thinkers and professional women essential for the establishment of national women’s rights movement in the future.

Cost effectiveness, effectiveness and efficiency

Effectiveness and new media

213. The potential for a greater number of beneficiaries and society wide transformational changes of a permanent nature in Option 2 implies that it is likely to be much more effective than Option 1 – in VFM terms. In other words greater impacts are likely for a given budget constraint.

214. One of the key differences between Option 1 and 2 is that Option 2 focuses on the use of new media in addition to traditional media. New media has benefited from innovation through technological change. Such innovation has resulted in media processes and products which are more effective, productive and efficient than what is readily available to markets, government and society. Whilst it is true that the use of traditional media is necessary for behavioural and attitudinal change, it is not sufficient to make changes at scale. Nor does it adequately target the opinion leaders and opinion formers as there is growing evidence suggesting that these people are also influenced by new forms of media. In terms of programming for V4C, it is important to these new media interventions are complementary to existing traditional media programming and rely on programming on traditional media platforms to drive traffic to social media. So both are necessary to maximise impacts in terms of behavioural change. It must be noted however that access to new media is limited at present (but on a growth path), and gender disaggregated data on users is not available.

215. New Media and Social Media add credibility to campaigns because they represent ‘pull’ rather than ‘push’ media. Its increased effectiveness is based on its desirability by the target audience – the audience actively self
select to take in the information, rather than a passive background ‘listening’ approach. The main impact of social media programmes has been rooted in the fact that they typically reach many millions of people and command the trust, respect and attention of both citizens and political leaders alike. The format, often broadcast from poor areas provides people especially from poor and marginalised communities with the opportunity to question senior political leaders and Ministers.

216. One third of the Nigerian population is estimated to have access to the internet, and although internet penetration is relatively low; there is strong potential for using the internet and social media as an emerging and growing medium towards addressing attitude and behaviour change as well as generally social marketing.

217. Many civil society organisations used social media to monitor the 2011 Nigerian elections, using SMS, twitter, website, blog, and phone reporting. One, Project Swift Count, run by the National Democratic Institute (NDI) and funded by DFID and USAID, used SMS to connect field observers with a ‘nerve centre’ in Abuja. The 2010-2011 DFID Deepening Democracy in Nigeria Annual Review found that the “Swift Count” improved the credibility of the results.

218. From the Obama Social Media fundraising campaign in 2008 through to Joseph Kony campaign in 2012 – the power of social media to lead to and facilitate debate is a proven success. In the commercial sphere Social media, twitter and Facebook are now the staple bedrock of all major media campaigns.

Cost effectiveness and scale economies

219. This section explains that Options 1 and 2 have similar cost effectiveness in the short term. In the longer term the cost effectiveness of Option 2 is likely to improve as new media user base grows and scale economies are reaped.

220. Table 9 gives some example cost figures and unit costs for a new media type intervention, which uses the internet (it is not focussed on the four states of this programme, hence the results are purely illustrative). It indicates the types of impacts that are likely to happen with a new media intervention. Assuming that 20% of the audience actually access the information, and out of these, 1% actually act on the information, this results in just over 11,200 beneficiaries who will make changes. This gives rise to a cost per beneficiary of £21 for those that make behavioural changes.

Table 9: Simulated impacts for a new media type intervention

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook followers</td>
<td>7,000,000</td>
</tr>
<tr>
<td>of which 13 to 35 year old men and women – targets</td>
<td>80%</td>
</tr>
<tr>
<td>13 to 35 year old FB followers</td>
<td>5,600,000</td>
</tr>
<tr>
<td>% of targets who access the information</td>
<td>20%</td>
</tr>
<tr>
<td>number of targets who access the information</td>
<td>1,120,000</td>
</tr>
<tr>
<td>% of targets who act on the information and make changes</td>
<td>1%</td>
</tr>
</tbody>
</table>
number of targets who act on the information and make changes | 11,200
---|---
Significant indirect beneficiaries and evidence of wider externalities across society? (low, medium, high) | High
Unit costs per person per year
Cost per beneficiary who is informed | £0.21
Cost per beneficiary who makes the changes | £21.43

221. Table 10 summarises unit costs for *Story Story* (subtitled “Voices from the Market”), a governance themed drama set in a fictional Nigerian community reaches an estimated 20 million people across Nigeria and beyond each week. It was a traditional media programme that took place in Nigeria from 2006 to 2009 – a proxy for Option 1 type media programming. This DFID funded programme implemented by the BBC World Service Trust sought to raise awareness among Nigerians through radio broadcasting of practical and realisable pathways to better governance, services and livelihoods. It is carried on more than 90 partner radio stations in Nigeria as well as on the BBC World Service. As can be seen from Table 10 the unit cost figures are similar to those in Table 9, at least in the short term. A cost per beneficiary of £20.82 is estimated for actual behaviour changes such as voter registration behaviour.

*Table 10: Unit costs for Story Story - traditional media programming*

<table>
<thead>
<tr>
<th>Description of beneficiary</th>
<th>Number of listeners</th>
<th>Unit cost per beneficiary £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people reached with critical information</td>
<td>19,000,000</td>
<td>0.28</td>
</tr>
<tr>
<td>Listeners that were aware of VOICES</td>
<td>8,700,000</td>
<td>0.62</td>
</tr>
<tr>
<td>Listeners that were aware of Talk Talk</td>
<td>3,000,000</td>
<td>1.80</td>
</tr>
<tr>
<td>Listeners that were aware of Story Story</td>
<td>5,700,000</td>
<td>0.95</td>
</tr>
<tr>
<td>Listeners to Story Story that thought differently about some issue, with responsibility to register to vote being the most-cited issue they think differently about (2011 survey)</td>
<td>3,000,000</td>
<td>1.80</td>
</tr>
<tr>
<td>of listeners say they acted differently as a result of listening to the drama</td>
<td>1,000,000</td>
<td>5.41</td>
</tr>
<tr>
<td>Of the 1m above, 40% voted for a candidate of their choice</td>
<td>400,000</td>
<td>13.53</td>
</tr>
<tr>
<td>Of the 1m above, 26% registered to vote</td>
<td>260,000</td>
<td>20.82</td>
</tr>
</tbody>
</table>

Scale effects of new media

222. Given that Nigeria is on a growth curve of new media, subscriber numbers are likely to increase, without any significant cost increases. These scale effects will result in falling unit costs. Such scale effects are not so prevalent in traditional media as markets are likely to be more saturated in terms of subscriber numbers. And for newspaper programming, there are more direct variable costs of printing per user, the scale effects are significantly less, as unit costs are less likely to fall with increasing outputs.
To conclude, the programming costs of new media are relatively low, indicating good cost effectiveness and potential for economies of scale as the subscriber base grows.

Cost effectiveness examples from Streams 1 and 3

In terms of stream 1 (direct support to AGWs), the cost per beneficiary per year figures are likely to range from £55 (Population Council Safe Spaces platform) to £52 for a similar programme run by the Centre for Development and Population (CEDPA) programme targeting 4000 girls and boys in the AkwaIbom State. The project aimed to provide access to services (health, education, employment), increase awareness of gender–based issues, and change attitudes to improve the welfare of AGW. Capacity building benefits also took place; CEDPA will build the capacity of its partner NGOs and CBOs to enable them effectively implement and manage the projects. Mass media was also used for raising awareness.

Table 11 gives some examples of cost effectiveness figures for Safe Spaces programmes. They vary depending on the specificities of the programming. (Refer to Appendix 1 for more details).

<table>
<thead>
<tr>
<th>Population Council country programme</th>
<th>Cost per girl per year £</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSAGE – Nigeria</td>
<td>55</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>29</td>
</tr>
<tr>
<td>Kenya</td>
<td>58</td>
</tr>
<tr>
<td>Uganda</td>
<td>61</td>
</tr>
</tbody>
</table>

Such cost effectiveness is likely to be applicable to both options.

Risk and uncertainty

Table 12 summarises the differences in risk and uncertainty between the two options. The analysis in the table concludes that Option 2 has a higher expected value of benefits compared to option 1 – i.e. taking into account the magnitude of potential benefits and the probability of them occurring, these are likely to be higher for Option 2 compared to option 1. Even though the risks and uncertainty for Option 2 are high, these are likely to be outweighed by the benefits.

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk of achieving short term,</td>
<td>Medium, given that attitudes across society will not have changed to facilitate these changes</td>
<td>Low, as benefits will be more easily realised due to the changes in attitudes coinciding;</td>
</tr>
<tr>
<td>measurable, localised gains to AGW</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Risk of achieving wider, sustained   | High – given the more stream 1 convention type programming, there is evidence to suggest that these types of programmes do not lend themselves to wider systemic changes – | Medium– programming is more tailored to achieve this, but the uncertainty is high due to the lack of evidence in Nigeria and the long term nature (the longer the timescales the higher the nature (the longer the timescales the higher the nature (the longer the timescales the higher the nature (the longer the timescales the higher the
thus there is a risk of a missed opportunity

<table>
<thead>
<tr>
<th>Magnitude of benefits</th>
<th>Low to medium – significant direct beneficiaries, but with risks of realisation.</th>
<th>High, limited but low risk private benefits, and a large number of indirect beneficiaries leading to social benefits.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected value of benefits(^{143}) (i.e probability of the benefits occurring * the value or magnitude of the benefits)</td>
<td>Medium</td>
<td>High</td>
</tr>
</tbody>
</table>

**Conclusion**

228. In conclusion, based on global empirical evidence, cost effectiveness, a qualitative analysis of the benefits and a risk assessment, both options are likely to offer good VFM. Option 2 is likely to offer greater VFM than option 1, due to a higher expected value of benefits resulting from transformational change through society.
Appendix 1: Community Spaces for Adolescent Girls’ Empowerment (CSAGE) Programme in Nigeria

Programme description

229. This option is based on the proposal to DFID Nigeria by the Population Council.

230. The Strategic Case has outlined the multiple and interacting barriers to empowerment of women and girls in Northern Nigeria. In particular, there are few programmes in northern Nigeria that are focused on reaching vulnerable girls between the ages of 10-19. Safe Spaces is an innovative way of working with vulnerable girls of this age group to tackling these multiple barriers.

231. Through creating girl-only spaces, CSAGE will contribute to:
   i) Empower girls by helping them acquire key social, health and economic (financial) assets
   ii) Communicating the adoption of best practice to the wider community, complementing other empowerment programmes by NGOs, DFID and state agencies.

232. Depending on the type of safe space platforms implemented, the benefits and costs vary. In the case of CSAGE, the programme aims to provide access to services (accredited providers of reproductive healthcare and microfinance services), increase awareness of gender-based issues, and change attitudes to improve the welfare of girls. Targeted at 10-19 year old girls, this will be achieved through: the organisation of weekly safe space meetings with female mentors; creating an active network of hubs; the use of media coverage and community discourse to increase awareness of social and health issues facing girls.

233. It does not directly provide services in the form of education vouchers, or cash transfers for education; it provides links to the girls and knowledge on where to find the services. For this reason, the costs of the programme are lower than some other CSAGE programmes across Africa.

234. The programme also aims to improve the stock of research and evidence on the impact of Safe Spaces.

235. The main outputs are:
   i) Rapid expansion of quality assured and carefully mentored safe spaces
   ii) Evaluation, innovation and learning
   iii) Branded communications

Target group

236. The programme will target 100,000 girls between the ages of 10-19 in northern Nigeria (in 6 core states – Kano, Kaduna, Jigawa, Yobe, Katsina, Zamfara). In northern Nigeria, school dropout, sexual debut and pregnancy become prevalent between 13-17 years. By targeting girls from the age of 10
237. A cost-benefit analysis or evaluation of the cost efficiency of girl platforms for disadvantaged girls is not possible. To truly gauge the cost-effectiveness or efficiency of a program, we require longitudinal data on the impact of the program on behavioural change, labour entry and earnings, reduction in HIV&AIDS, reduction in fertility, and so forth, over a long duration. Because longitudinal impact data is not yet available for programs such as this one, we cannot calculate the social benefits and thus cannot calculate the cost effectiveness or efficiency of the programmes. Furthermore, limited data is available from which to compare a variety of programmes and draw sound conclusions. However, we can make qualitative inferences about cost effectiveness, and some short–term output evidence of impacts.

**Incremental benefits**

238. The direct benefits at the *outcome* level are identified below:

i) **Reduction in number of girls who become infected with HIV and STI cases** due to better health awareness. Through peer learning, training, mentoring, girls will gain social assets in the form of self-esteem, empowerment, knowledge of choices and confidence. These will in turn directly reduce their behaviours and activities that result in HIV and wider STI infections. Whether or not infections will be permanently avoided depends on whether the girls will retain their empowerment & skills that they have learnt.

ii) **Reduction in Adolescent Pregnancies** – the same reasoning in terms of the theory of behavioural change is assumed for this outcome. The modelling values the economic gains; girls who do not drop out of school due to pregnancy will benefit from cognitive development and educational attainment, which will be translated into more economic opportunities and higher wages when they enter into the workforce.

iii) **Access to Financial Services & Education** - Financial education & access to savings accounts leads to increased long term planning, increased income generation activities, increased saving and some investment. Welfare effects from financial education are captured by the economic gains in terms of increase to future wages when entering the workforce. This hypothesis is in part underpinned by evidence from other countries that suggests that greater access to finance (free bank accounts) increases savings rates. One study from Mexico indicates that free bank accounts to low income women raised their incomes by 9%.

iv) **Fewer school dropouts** (other than those caused by adolescent pregnancies),

v) **Increased social networks.**

vi) **Reduced gender based violence.**
239. These should ultimately result in reduced poverty for the girls themselves, their future families and communities.

240. Attribution to the above outcomes of the CSAGE intervention is difficult, because other factors come in to play – for example the health services that girls take up in response to the information they receive – such health providers are also privy to benefits.

*Identification of Benefits of Operational Research (“OR”)*

241. The aims of the research are to document what works and what does not work for CSAGE. The programme is expected to produce clear, operationally relevant and accessible information that can be used by policy makers to inform policy and planning in Nigeria and internationally. This is to allow similar programmes to be designed more effectively in the future in Nigeria and elsewhere, by development partners; government and the private sector which will help accelerate progress towards achieving the MDGs.

242. For example, a DFID-funded programme in South Africa piloted a multi-dimensional approach on interventions on empowering youth with financial literacy, HIV AIDS skills and safe social spaces and combined this with research. The findings revealed that participants in the programme demonstrated improvement in several areas including attitudinal and behavioural changes regarding self-esteem, financial matters and protection from HIV AIDS.\(^\text{145}\)

243. Another objective of the research is to encourage scale up. There is empirical evidence from the Population Council which suggests that well designed OR and pilots do lead to successful scale up. For example, the Siyakha Nentsha—“Building with Young People” programme in South Africa consists of building financial, social, and health (including HIV prevention) capabilities for boys and girls in a secondary school. A panel survey that followed the boys and girls over an 18-month period showed statistically significant program effects. As a result, the Population Council is now collaborating with the KwaZulu-Natal Department of Education and other local partners to scale-up the program in other secondary schools in the province.

244. The evaluation should provide new empirical evidence into the impact of CSAGE. It is planned to take place in partnership with Girl Hub Nigeria, World Bank and four other DFID funded programmes that have safe space components and collectively reach 100,000 adolescent girls (PRRINN/MNCH, GEP3, M4M, and Nigeria Stability and Reconciliation Programme).

245. CSAGE will also likely impact on the girls’ communities in that creating a sustainable platform for reaching girls will allow several other programmes therein to reach the girls, as well as create a lasting cadre of female leadership.

246. The goal of the CSAGE programme is to reach 100,000 adolescent girls directly via safe spaces, and 500,000 indirectly.

*Empirical Evidence of impacts*

247. The Population Council is currently implementing this programme in a range of different countries – including Ethiopia, Kenya and South Africa.
Each programme is tailored to the country-specific context, and evaluations have been undertaken using repeated surveys on treatment and control groups. These evaluations have suggested that the programme has impacts on outputs (i.e. building range of assets), but there is less evidence on outcomes (i.e. girls empowerment, sexual and reproductive health outcomes).

248. In Kenya and Uganda, positive changes were demonstrated in social networks and mobility, independence and self-confidence, gender norms, financial literacy, use of bank services and savings behaviour. Programme participants had greater understanding of family planning, longer-term financial goals, greater understanding of money management and higher levels of savings. Also in Kenya, girls who had participated in the TRY programme, which involved group meetings, loans and savings, had greater ability to refuse sex and insist on condom use, compared to girls in a control group. The quantitative component contained a behavioural survey that was fielded with an initial sample size of 1,500 in each country – 1,000 girls in the intervention (500 from each financial institution) and 500 in a suitable comparison group. Programme participants in Kenya showed a positive change in social networks and mobility, gender norms, financial literacy, use of bank services, saving behaviour, and communication with parents/guardians on financial issues. One of the key lessons learnt was that the girls placed a high value on financial and health training. However, this evidence is only of a short–term nature, given that the girls were only observed for a short timeframe. It thus only provides significant evidence on outputs rather than longer–term outcomes. In order to test the theory of change and the longer–term impacts a longer–term evaluation is necessary to observe the cohort of girls as they progress through life.

249. The case for feasibility of the programme is strengthened by the experience with similar projects in Kenya and Uganda. The Population Council also has networks with youth organisations, research centres, Girl Hub Nigeria, and DFID funded programmes.

Incremental costs

250. The costs involved in the CSAGE programme are the following:

i) Setting up of a sustainable weekly platform for safe space group meetings
ii) Training of 9,500 girl mentors
iii) Creating an active network of specialized learning hubs
iv) Communications
v) Evaluation

<table>
<thead>
<tr>
<th>Cost Element (£)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>TOTAL</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel Costs</td>
<td>520,785</td>
<td>520,785</td>
<td>520,785</td>
<td>520,785</td>
<td>2,083,138</td>
<td>21%</td>
</tr>
<tr>
<td>Program Implementation</td>
<td>1,335,462</td>
<td>1,335,462</td>
<td>1,335,462</td>
<td>1,335,462</td>
<td>5,341,848</td>
<td>53%</td>
</tr>
</tbody>
</table>

Table 13: Incremental costs for CSAGE

74
Cost effectiveness

251. The cost per reaching each girl is £55 per girl per year. It is in the right ballpark of other safe space programmes by Population Council in other countries. For example, some benchmarks are given below Table 14.

Table 14: Cost effectiveness benchmarks for Population Council girls’ platforms cost per girl per year

<table>
<thead>
<tr>
<th>Population Council country programme</th>
<th>Cost per girl per year £</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSAGE – Nigeria</td>
<td>55</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>29</td>
</tr>
<tr>
<td>Kenya</td>
<td>58</td>
</tr>
<tr>
<td>Uganda</td>
<td>61</td>
</tr>
</tbody>
</table>

Source: Population Council: the cost of reaching the most disadvantaged girls 2012

252. For the CSAGE programme, given that each girl has 6 months worth of mentoring in platforms, at 2 hours per week, this gives rise to 52 hours per year, and thus a cost of £1.06 per girl per hour. An equivalent for an Ethiopia programme is shown below:

Table 15: Cost effectiveness benchmarks for Population Council’s girls’ platforms, cost per hour

<table>
<thead>
<tr>
<th>Population Council country programme</th>
<th>Cost per hour £</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSAGE – Nigeria</td>
<td>1.06</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>1.03</td>
</tr>
</tbody>
</table>

Source: Population Council: the cost of reaching the most disadvantaged girls 2012

253. As can be seen from the table above, the unit cost figures for CSAGE are on a par with the Ethiopia programme.

254. Population Council are endeavouring to keep costs down in the design, by ensuring that groups are designed to meet at the weekend, after school or during school breaks, and publically provided venues like youth centres, community centres, schools or voluntary organisations like faith based organisations, churches, mosques and NGOs. This will contribute to lower input costs, and hence good cost economy.

255. In terms of the evaluation component, given that Population Council intend to do a joint evaluation with the other safe spaces programmes in Nigeria and create a Learning Hub, this will prevent duplication and save costs, and exploit scale economies, thus also contributing to good cost economy.
Conclusion on VFM - equity, efficiency and effectiveness

256. Based on the analysis and modelling presented in this report, the findings are summarised in Table 18 for the VFM framework of equity, efficiency and effectiveness.

**Table 16: VFM conclusions for CSAGE**

<table>
<thead>
<tr>
<th>Score (1=poor, 5=excellent)</th>
<th>Economy</th>
<th>Equity? (distribution of benefits)</th>
<th>Efficiency? (conversion of inputs to outputs/outcomes)</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSAGE</td>
<td>Good design in terms of using public spaces at low cost, cost are minimised through low duplication of research and evidence gathering and scale effects are likely to occur due to implementing one learning hub.</td>
<td>Likely to be equitable as targeting should be effective and benefits will be distributed to poor, vulnerable, adolescent girls in Northern Nigeria.</td>
<td>Reasonable cost per beneficiary of £55 per year indicates reasonable efficiency. But there is not enough information and evidence to ensure that this type of low specification design will give rise to the required outputs and outcomes.</td>
<td>While strong evidence is lacking, the theory of change would suggest that this option is likely to be effective by concurrently addressing multiple interacting barriers to female empowerment. The impacts are theoretically likely to harness more permanent behavioural effects due to the educational and skill building nature of the programme. CBA is difficult as this option has significantly more un-quantified benefits</td>
</tr>
</tbody>
</table>
Annex C: Climate change and environment assessment

What is the likely impact (positive and negative) on climate change and environment for each feasible option?

257. The direct impact of the V4C programme on the environment is slight and will be generated mainly through the effect on climate change of air travel internal and external to Nigeria. This carbon footprint will be monitored monthly through staff and consultant time sheets, using a carbon footprint site to calculate, and will be offset financially. This will be reported on annually. School or other construction is not envisaged for V4C under either option.

258. The differential impact of climate change on women and men is well documented. Gender norms, roles and relations are important factors determining both vulnerability and adaptive capacity to the impacts of climate change. A societal expectation that women fulfil their roles and responsibilities as carers of their families often places extra burdens on them during extreme climate events. In many communities in Nigeria, women have major responsibility for household water supply, energy and food security. They are therefore negatively and disproportionately affected by climate change and natural disasters. These impacts exacerbate existing inequities in socially constructed gender roles, responsibilities, perceptions and skewed power relations that tend to disadvantage women. During 2012, several states in Nigeria have experienced severe and unprecedented flooding leading to loss of lives and property, displacement, migration, loss of livelihood sources and spread of disease among others.

259. Through increasing women’s influencing and input to decision making, V4C will support women’s active involvement in responding to and building resilience to climate change. Adolescent girls and women provide vital hope for successful adaptation through their critical knowledge, experience, agency and unique role in agriculture, food security, livelihoods, income generation, management of households and natural resources in diverse eco-systems, and participation in a variety of socio-cultural, political, economic and environmental institutions. Adolescent girls and women also have critical roles to play in advocacy and lobbying for gender inclusive climate policies.

260. **Option 1** V4C, through tackling social isolation and low self esteem of AGW, will create opportunities for them to take greater control of their lives, contribute to increased influence at household and community level; to participate as informed voters and/or to actively engage in politics at local levels. These in turn will provide opportunities to voice their concerns and put forward their proposals for tackling environmental change.

261. This option will provide an opportunity for AGWs to enhance their knowledge of climate change and to build their resilience through community-based initiatives. Potential Nigerian partners within this option include: Women Environmental Programme (WEP); Nigeria CAN; International Centre for Clean Energy, Environment and Development (ICEED); and Environmental Rights Action (ERA). We do not envisage that this option will in any way constitute a hazard to the environment.

262. **Option 2** This option will provide the opportunities identified in Option 1 but will open up additional opportunities to work on a wider landscape for
change. AGWs can be supported to acquire skills to lead and effectively participate in the movement for behavioural change with regards to degradation of the environment as well as advocate and lobby for climate-friendly policies. Through work to build a vibrant movement of young people (male and female) for change on GEWE, opportunities will be created to build alliances with the movement for climate change resilience and adaptation. There is potential to make gender friendly climate policies one of the thematic issues to be promoted in V4C work with socially mobilized young people. Potential partners on this option would include: Women Environmental Programme (WEP), Nigeria CAN, International Centre for Clean Energy, Environment and Development (ICEED) and Environmental Rights Action (ERA) and Voluntary Service Organisation (VSO), Heinrich Boell Foundation, Canadian International Development Agency (CIDA) and Konrad Adenauer Stiftung. The option has little or no potential to impact the environment negatively.

263. ‘Do Nothing’ option - In the event that DFID does not fund the Voices for Change Programme, on-going initiatives on gender and climate change by pockets of NGOs working on this theme (e.g. Women Environmental Project (WEP), Environmental Rights Action (ERA) and the Nigeria Climate Action Network (Nigeria CAN) will continue to engage on a small scale as available funds from other donors (CIDA, Heinrich Boell Stiftung, etc) permit. This option has low risk and low opportunity to address the role of AGW in climate change.

<table>
<thead>
<tr>
<th>Option</th>
<th>Climate change and environment risks and impacts, Category (A,B,C,D)</th>
<th>Climate changes and environment opportunities, Category (A,B,C,D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>C</td>
<td>B</td>
</tr>
<tr>
<td>2</td>
<td>C</td>
<td>A</td>
</tr>
<tr>
<td>0</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>

Key:

A = high potential risk/opportunity
B = medium/manageable potential risk/opportunity
C = low risk/opportunity
D = Core contribution to a multilateral organisation
Annex D: Detailed description of programme components

Stream 1: Increased AGW power to make informed choices and control decisions

264. There will be three components:

i) A “community spaces” (CSAGE) programme that will target 100,000 adolescent girls in 6 northern states.

ii) Shared Spaces (V4C) for 16,000 adolescent girls and young women that will facilitate dialogue and negotiation with groups of boys and young men in building AGW’s skills, confidence and independence in 2 northern and 2 southern states.

iii) A challenge fund to support a range of innovative programmes targeting 4,000 AGW such as university students, women in formal employment and potential political leaders using new technologies.

Community Spaces (CSAGE) Programme for poor adolescent girls

265. This component will contribute to the empowerment of poor and vulnerable adolescent girls in six northern Nigeria states. The “safe spaces” approach will be used to deliver training and other support so they acquire key social, health and economic assets. This component will be delivered through a standalone contract with Population Council’s Nigerian office.

266. The safe spaces programme will target 100,000 girls aged 10–19 in DFID’s 6 focus states in northern Nigeria. The programme will provide support to 100,000 adolescent girls: groups of 15–25 girls meet weekly with a female mentor and are provided with training and support on education, health, financial literacy and building social assets – friends, trusting relationships and self-esteem. A randomized control trial and a cohort study will be used to assess the impact of the programme.

267. Indicators and targets include:

i) 50% of the girls have a savings account and save regularly.

ii) 80% of girls are financially literate have at least five friends, a mentor, and increased self-esteem.

iii) A change in sexual debut, age at marriage, educational attainment, economic activity, first pregnancy, and health and economic decision-making.

Shared spaces (V4C) building skills and facilitating change between girls and boys, men and women

268. Whereas CSAGE will primarily target adolescent girls in the North to build confidence and skills, V4C will develop an alternative model, building skills and confidence of adolescent girls and young women whilst targeting their male peers. The programme will facilitate dialogue between groups of males and females in 2 northern and 2 southern states to agree on required changes that will promote positive attitudes, behaviours and community practice toward AGW.
Challenge Fund to support innovations in safe space work

269. A mapping undertaken for V4C on new technologies and initial discussions with women’s groups has identified a number of opportunities that exist for trialling low cost high impact innovations, making safe spaces available to a wider and more diverse audience, beyond the 4 target states. The principal difference between the two target groups will be:

i) Inclusion of adolescent girls and young women not covered by the CSAGE component e.g. expanding the coverage of the programme beyond DFID’s northern focus states; reaching women in higher education and employment, including in professional white–collar jobs and entrepreneurs

ii) An expansion of the range of issues covered to include, for example, entering the workforce, violence against girls and women, women’s participation in politics and access to legal advice (the particular issues will be tailored to groups).

270. New technology approaches will be trialled through the use of virtual safe spaces (such as the Women’s Lounge a virtual support network targeting emerging Northern business women). Young women mentors will be supported to facilitate safe spaces within a range of public and private institutions such as law enforcement bodies, private sector business, artisan groups and the banking industry.

271. This component will be delivered using a challenge fund and one–off grants. This will provide the flexibility to respond to new initiatives and ensure that the programme is driven by opportunities as they arise. The activities supported will be decided through the challenge fund. The Terms of Reference and objectives for the challenge fund will be finalised in the inception phase.

Stream 2: Discrimination challenged and value of AGW increased

272. The aim of this component is a step-change in the attitude and behaviour of boys and men and society more broadly (including adult women) towards girls and women. Programmes that engage men and boys on GEWE have not been extensive in Nigeria (Comic Relief in Education in Nigeria and Tanzania and Adolescent Health and Information Project) are two. But elsewhere they have been engaged successful as allies.

273. There will be three components:

i) 12,000 boys and men, and their networks, supported in a peer approach to challenge notions of masculinity and harmful social norms towards AGW, in 2 northern and 2 southern states.

ii) Targeting community level, traditional and religious leaders and male and female opinion formers.

iii) A wider level mass media campaign, influencing young people and adults within target states and selected nationwide platforms.
12,000 boys and men supported in peer approach to challenge notions of masculinity and harmful social norms towards AGW, in 2 northern and 2 southern states.

274. Activities will build upon existing work on men and masculinity within Nigeria and the Africa region. (Stepping Stones/STAR/ Sonke Gender Justice and Promundo). Drawing on existing male dominated community groups e.g. church; age grade; motorbike taxi’s; youth development groups, boys and men will be taken through a facilitated process analysing and challenging personal and local norms of masculinity. These community level groups will meet at intervals with groups of AGW participating in the V4C safe spaces (as referenced in stream 1) to share insights and negotiate for change in social norms that are discriminatory against AGW.

275. The findings from these groups will inform the development of mass media messaging and campaigning, ensuring messages speak directly to the concerns and realities of different age and ethnic groups within states.

**Targeting community level, traditional and religious leaders and male and female opinion formers**

A mapping undertaken on opinion formers across 5 DFID focal states and FCT reveals the extent to which the opinions of religious and traditional leaders inform social norms within many societies in the north and south. Drawing on global experience within Islamic States and innovations with new technologies within the Africa region, the programme will invest in pilot innovations with the potential to rapidly scale up whilst building upon existing good practice within Nigeria.

**A wider level mass media campaign, influencing young people and adults within target states and selected nationwide platforms**

276. The full range of communication, campaigning, conventional and new media channels will be used. Interventions could include: mass media campaigns; “edutainment” campaigns which integrate social issues into radio, television and print comedies and dramas; social marketing; new social media; GEWE champions; training and education; etc.

277. Communications targeting the household, community and village and reaching: traditional and religious leaders, parents and relatives, men and boys, teachers, health workers and other key influencers and opinion formers. Use will be made of radio and television spots; billboards; newspaper and magazine inserts; print media and public adverts on buses, at transport hubs, billboards and clinics; animation in TV shorts, mobile phone screen savers, themes, short animated clips, adverts in newspapers and magazines; flash mobs, concerts and community celebrations; advocacy with household visits carried out by trained locally formed advocacy groups.

278. A nationwide communications and influencing strategy that delivers a step-change in attitudes towards AGW and GEWE through the stimulation of a social movement of young people aged 15-35. This will use a range of new media instruments and techniques. It will be based on research into what media young people (male and female) are using, who influences them and how to enlist the support of opinion formers and leaders, including male role
models and opinion leaders. It will go beyond conventional points of entry for development programmes and use popular culture, film, music, social media and television and other places where young people’s attitudes, culture and values are created and communicated. Research indicates that there is scope to involve opinion leaders in these areas, who already have many followers.

279. A key element will be a campaign that enlists a generation of Nigerian youth in defining a new perception, value and role for girls and women in Nigerian society.

**Stream 3: Strengthened legal frameworks and political commitment for AGW**

280. This component will provide support to NGOs and other organisations working on developing and changing formal laws and rules that relate to GEWE. The activities and organisations that could be funded include:

i) Support for the preparation, negotiation and passing of two bills at federal level relevant to GEWE and their ratification, “domestication” at state level and implementation: Gender and Equal Opportunities Bill and Violence against the Persons Bill.

ii) Support the enforcement and implementation of laws relevant to GEWE.

iii) Support for integration of GEWE across government departments, e.g. initiatives and programmes to drive GEWE; training and other support for technical staff and Gender Desk Officers.

iv) Support for the creation of common ground nationwide, between autonomous women’s movements capable of pressurising government to produce and implement progressive social policies that benefit AGW and forging links between girls and women north and south and between poor and elite women.

281. Existing and emerging CSOs and coalitions lobbying for the passing of the two bills will be supported through small scale grants at National level. At State level, CSOs will be supported in lobbying for the passing of bills that contain elements of the VAPP and GEO bill. In States where progress has already been made in changing legislation, V4C will support analysis of the effectiveness in enforcement and implementation and support local CSO’s towards strengthening.

282. Priority will be given to strengthening the enforcement and implementation of laws at State level that will enforce changes necessary to reduce discriminatory social norms identified within safe spaces for girls, women and peer groups sessions with men and boys. Hence, testing the hypothesis that changes in individual, social and institutional change is necessary in creating an enabling environment for adolescent girls and women.
Integrate GEWE across government departments, e.g. allocating money for programmes to drive GEWE, training and other support for Gender Desk Officers.

283. Support capacity development of selected sector MDAs to achieve improved gender responsive planning and budgeting processes

284. Building on recent progress in supporting the Ministry of Finance to pilot budget-linked results for girls and women; follow on activities to support the MDAs in reaching poor AGW and in working productively with CSOs as well as tracking and monitoring of progress will be undertaken. Technical assistance and mentoring will be provided to build the capacity of MDAs and partner CSOs to undertake poverty, gender and results-focused programming, monitoring and evaluation. This activity has as a starting point the 5 MDAs that have signed MoU's with Ministry of Finance and the Ministry of Women and Social Affairs.

Support for the creation of common ground nationwide, between autonomous women’s movements capable of pressurising government to produce and implement progressive social policies that benefit AGW and forging links between girls and women north and south and between poor and elite women.

285. There is a long tradition of women’s activism in Nigeria stretching back to a time of self-governing kingdoms. The women’s movements in Nigeria have demonstrated an ability to mobilise through campaigns, protests and other measures on securing equal rights and opportunities for women. These tend however to be issues based and thus fragmented and to be of a conservative nature. 150

286. A focus for V4C will be supporting the emergence of a more unified movement but one that is locally embedded, has increased membership of poor AGW, engages wider support from young people and is linked nationally and internationally. This offers the most effective, sustainable and replicable models for lasting social change to promote gender equality, based on a 70 country study. 151

287. Programme implementation will be through grants to organisations that are already working in these areas and by providing support to organisations already active in GEWE that wish to expand their work to cover the legal and regulatory environment. Young women activists will be targeted through the use of new technologies, including social media, with the aim of supporting a growing movement of young women for change.

Strategic Opportunities Fund

288. V4C will also have a Strategic Opportunities Fund. This Fund is intended to provide flexible funding to allow V4C to respond rapidly to additional needs and opportunities. It recognizes that it is not possible to predict precisely the course of social change and that being able to respond flexibly and quickly to emerging opportunities will be necessary. This Fund will operate in line with the programme’s objectives, action research, policy analysis and development and advocacy on critical issues affecting AGWs and the enabling environment. Specific measures and criteria will be developed for its utilisation.
Strengthened evidence base and capacity for GEWE

289. Mapping work done by V4C confirms the low level of research output and capacity on GEWE in Nigeria currently. While pockets of interest exist e.g. in programmes, in activist organisations and within University Institutes, this is not matched by research output and there is little evidence available of research being used or having an impact. An exception is the recent production of the DFID commissioned Gender in Nigeria report (2012) which has attracted a response in different spheres e.g. by the MOF with Line Ministries in relation to results for AGW in budget 2013; by media and by activists. There is no donor significantly funding such research though modest funds have been used to explore issues such as VAWG, women’s economic empowerment and to undertake action research.

290. There will be three components:

i) Two landmark Gender in Nigeria reports, focused on the enabling environment, developed over 5 years.

ii) A virtual one stop e-shop established and maintained as GEWE repository and resource

iii) A strategic Gender facility managed to build capacity on gender analysis of Government and civil society and DFID Nigeria programmes

Two landmark Gender in Nigeria reports

291. These will be developed over 5 years focused on the enabling environment and key elements of the structural and systemic causes of gender inequality in Nigeria. The approach will be to work with Nigerian researchers supplemented with the best international expertise to mentor and build the Nigerian capacity through the full process from planning to production of good quality outputs and their dissemination and use.

292. A model similar in style to that used in developing the World Development Report, but with appropriate scale, will be applied here. An overarching theme will be set and calls for proposals issued which will include twinning of experienced Nigerian researchers with less experienced ones. It is expected that up to 6–10 papers will be commissioned to feed into the landmark report. A community of practice will be encouraged around the process, with face to face meetings and training at key stages along with virtual mentoring and support by Nigerian and International specialists. There will be a clear plan from the outset for communication and dissemination of the report findings, such that demand will be stimulated and specified audiences can be targeted for use of specific evidence.

A virtual base or one-stop shop

293. This will be established and maintained as a repository and resource on all studies, research and reports on gender from different sources in Nigeria. Initially, the e-shop will be housed within the V4C web portal. Usage and demand will be monitored over an initial 2 year period. A mid term review
will explore the scope for the development of an independent web portal being established and housed within a local Women's Rights CSO.

**A Strategic Gender Facility**

294. This will operate in two ways: a) to build capacity on gender analysis of key target organisations in government and civil society. This will not be general training on gender but specific tailored training for identified target groups; and b) as a resource to DFID-N and the programmes it supports through providing technical support, participating in reviews and training in gender analysis and planning. A database of national and international consultants will be maintained to respond to needs. There will be a budget to support strengthening of capacity in priority areas identified by V4C but support on demand will be on a paid basis.

295. Research will support the work in the three streams and address the creation of an enabling environment.
Annex E: Communications Component

Context

296. There are numerous gender programmes already under way on the ground in Nigeria addressing issues of gender inequality. While some programmes do media and communications work on gender issues, the level of ambition and scale is very different in both ‘old’ and digital media.

297. Voices for Change will work in partnership with the existing gender interventions and look to increase their effectiveness through the creation and delivery of a branded platform and a series of targeted media campaigns dedicated to improving the environment in which AWG can achieve their full potential.

The role of communications - a chance to change the status quo through Media

298. Voices for Change is a unique opportunity to create a communications platform utilizing both old and new media that can foster an environment in which lasting change can be achieved.

299. Communications and Media are essential tools in raising the profile, surfacing the key issues and starting the dialogue between communities of interest that in the long term can deliver real change.

300. But this change is not going to happen overnight. Change will happen slowly and it will require long-term and sustained levels of investment in Media and Communications in addition to gender projects ‘on the ground’.

301. Communications and Media and the creation of a single branded platform have the potential to act as the glue unifying and amplifying the effectiveness of the various DFID gender interventions.

302. Communications from multiple projects that come together under a single brand umbrella will ensure that the likelihood of each individual project achieving their unique objectives will be improved.

303. It is not in the interest of the target audience to receive multiple messages from multiple sources. There is a greater likelihood of success if they receive multiple messages from a single source.

304. The importance of Communication and Media for V4C is reflected in the significant budget allocated to this element of the wider programme.

What do we want V4C communication to achieve?

305. To begin to shift the perception of girls and women from today’s problem to tomorrow’s opportunity. To raise awareness of and change entrenched discriminatory attitudes to AGW to more positive ones such as:

   i) The value of getting and keeping girls in education;
   ii) Health benefits from delaying pregnancy and raising age of marriage;
   iii) The benefits to AGW, their families and the nation of them accessing economic opportunities;
iv) The non-acceptability of violence against women and girls.

**Who are we talking to?**

306. V4C will NOT achieve its overall objectives by targeting AGW alone, although ultimately they remain the primary audience.

307. To succeed, other constituencies will need to be fully engaged. It is vital that the pace of change amongst the wider community, notably boys and men, moves at a similar pace to that of AGW.

308. The primary audience is AGW. Boys and men will have to alter their attitudes and behaviours towards AGW if long-term change is to be embedded.

309. Additionally, V4C recognizes that key opinion formers, influential gatekeepers, traditional, religious and political leaders will be very important in achieving the necessary attitudinal and behavioural changes required.

310. Key Target Audiences will be AGW and those around them who control their lives:
   
   i) Adolescent Girls and Women – aged 10 – 35
   ii) Adolescent Boys and Men – aged 10 – 35
   iii) Key Opinion Formers - parents, religious, traditional and youth culture leaders.

**How will we reach our target audiences?**

311. The case for a multi-media approach engaging with both ‘old’ and ‘new’ media in order to achieve V4C’s communication objectives was recognized early in the development process of the programme.

312. The V4C communication plans will segment the messages and target the media spend directly at the chosen audiences asking audiences to respond or ‘opt in’ to engage in the start of a dialogue.

313. All messaging MUST have a call to action.

314. Nigeria displays varied media consumption patterns according to faith, geography and economic and social indicators. Different media channels reach different audiences with varying degrees of effectiveness.

315. What might work in Lagos may not be as effective in Kano or Kaduna and vice versa – the media choices made by V4C will take account of those differences and capitalise on the similarities where they exist.

316. The development of social and web-based media will add a vigorous, active and participatory dimension to V4C’s Media and Communications plan. Our plans will look to develop communities of interest with dialogue between and within target audiences.

317. The experiences and successes of social media campaigns drawn from both the commercial space as well as the developmental arena will be brought to bear on the digital element of V4C Media and Communications.
**How will we measure the effectiveness of the communication?**

318. V4C has the resources to achieve scale and reach a critical mass to change attitudes amongst its target audiences.

319. V4C communication will be evaluated on:
   i) Audience reach (how many received V4C messages)
   ii) Audience recollection (prompted and unprompted)
   iii) Audience response (the number engaged with the messaging and the quality of their engagement)

320. V4C monitoring will apply a scale based on a knowledge-attitudes-practices continuum behaviour change model, and use survey instruments to measure progress on issues which V4C has addressed. This will provide further feedback on the effectiveness of communications (and other interventions) to promote attitudinal change.

**Key Consideration – V4C should create a ‘big idea brand platform’ for its Communication Plans**

321. V4C needs to translate its communication objectives into ‘big idea brand platform’ that has the potential to communicate DFID’s gender house in Nigeria.

322. The V4C ‘big idea brand platform’ should allow for the unification of numerous campaigns targeted at different audiences. This approach will ensure that the individual campaigns from V4C and other gender programmes aggregate to a greater whole thereby delivering a strengthened enabling environment for AGW in Nigeria.

323. V4C, Girl Hub and Population Council are in discussions to develop a single shared communications platform to address the issues affecting AGW.
Annex F: Detailed description of evidence to support programme components

324. This annex summarises the key evidence underpinning the Voices for Change approach. The evidence is organised along the programme’s three streams: 1) Power to make informed choices and control decisions; 2) Challenge discrimination & Increase value of girls; and 3) Effective legal frameworks & political commitments to services and opportunities. There is also a fourth cross-cutting theme on the need for strengthened and well disseminated evidence.

Evidence for V4C approach: working across the enabling environment

325. Evidence from the 2012 World Development Report shows that, to improve women’s agency, it is necessary to work holistically on social norms, including those shaping masculinity and men’s gendered identities, economic entitlements, formal rights, and the ability to organise for collective action. Working on all streams of the enabling environment greatly influences social advancement for women and girls as well as men and boys (World Bank 2012; Greene M.E., Robles O., Pawlak P. 2011 for WDR 2012).

326. Moreover, the evidence shows that these three streams are interdependent and highly linked. Social norm theory argues that interventions around social issues cannot be successful if they work with individuals alone— the entire community of interest must be involved (e.g. gatekeepers, families, potential marriage partners), as individuals’ behaviour is highly dependent on what is acceptable and rational within their reference group (COI 2009; Mackie 2012). Beaman (2009) and Turquet (2011) show evidence from India and Rwanda of GEWE friendly laws and quotas changing girls’ and their families’ attitudes and behaviours towards AGW. Lapinski (2011) shows that evidence from Ku Saurara in Nigeria shows that there is a link between information and movements building, e.g. through advocacy coalitions.

The Evidence base for Stream 1: Increased AGW power to make informed choices and control decisions

327. Introduction: This stream includes outputs on using safe spaces to equip AGW with improved life and social skills, and on increasing levels and quality of mentoring of AWG for leadership and making informed decisions.

What evidence is there that safe spaces equip AGW with improved life and social skills?

328. The Population Council safe spaces model and UNICEF child-friendly spaces model in Ethiopia, Bangladesh, India, Kenya, South Africa, Egypt, and Uganda have shown that safe spaces are effective at providing AGW with practical tools, self-confidence, tools for self-expression, leadership skills and improved communication and knowledge that allow them to take more control of their lives. Evidence that the approach leads to AGW taking greater control of their lives is more limited. What evidence there is indicates that the family and community need to be engaged if skills and attitudes are to be translated into changed behaviour (Population Council Evaluation Reports, Austrian, K. 2012; Brady, 2011, 2011a; Jones et al. 2010).
i) Evaluations of the implementation of the Population Council safe spaces model in Ethiopia, Bangladesh, India, Kenya, South Africa and Uganda show that these activities increased participating AGW’s knowledge of key issues that directly affect their decision making in service uptake (e.g. sexual and reproductive health, use of family planning methods, HIV testing, etc.) (Santhya et al. 2008; Amin et al. 2010; Amin et al. 2011; Austrian 2010; Hallman 2011).

ii) Evidence from Kenya, Uganda and Bangladesh shows that safe spaces also provide girls with practical tools (financial literacy, social capital, improved savings skills, life-skills and basic education) that give them assets to make informed decisions, increase livelihood opportunities and economic independence from men (Amin 2011, Austrian 2010).

iii) Evidence from a randomised control trial across 150 communities (4800 adolescent girls and their parents) in urban and rural Uganda participating in BRAC’s Empowerment and Livelihoods for Adolescent programme showed that the programme increases knowledge and affects behavior on both health and economic margins for girls 14 - 20 years old. The findings suggest that combined education and livelihood interventions might be more effective among adolescent girls than single-pronged interventions (Bandiera et al. 2012).

iv) The evidence from Nigeria is more limited. A rapid assessment of Population Council’s Safe Spaces Youth Clubs in Kano, Jigawa and Katsina shows strong participation of married AGW, and evidence of girls starting to self-organise to seek employment opportunities (Unumeri 2011). The UNICEF-implemented Girls Education Project focuses on developing schools’ technical capacity and educational skills to create a girl-friendly school environment and employ more female teachers to act as role models for female pupils. This has lead to increased participation and improved learning outcomes for girls (UNICEF 2007). Finally, the TEGINP Programme by ActionAid uses girls clubs to improve girls’ education opportunities and skills that can be utilised outside of class (social and economic empowerment activities, including HIV education, children’s rights and life skills, and the use of drama, song, poetry, debate). These techniques and household visits positively contribute to increasing girls’ confidence and performance in and outside school. Cookery classes have contributed to girls’ ability to pay their own registration fees and stationery to stay in school. Community members linked club activities to improvements in girls’ attendance and performance and to the improvement in relationships between boys and girls. However evidence of improved girls’ confidence and capacity varies significantly and girls’ increased access to school has not always changed girls’ views on gender roles (ActionAid 2011).
What evidence is there that mentoring prepares AGW for leadership and to make informed decisions?

329. There is evidence showing the influence of role models on girls’ aspirations and confidence and on their families’ attitudes and behaviours towards them. For example, evidence from India shows that the presence of empowered women in political leadership positions affects attitude and behavioural change in girls and their families regarding girls’ aspirations and parents’ investment in their daughters’ health and education (Beaman et al 2012). There is also evidence to show the positive impact of personal mentoring (e.g. on leadership skills), both on the mentor and mentee, and both for marginalised AGW and for professional AGW.

i) A review by Population Council on research and programmes for adolescent girls and leadership reveals that safe spaces can enhance leadership and self-confidence of participating AGW if local talented female peer leaders are enrolled. These should be girls they can easily emulate. For mentors, the experience of empowerment and leadership is attained if they are supported with appropriate compensation and ongoing supervision. The review also suggests that being seen as a mentor has an effect on self-confidence and on how the girls perceive themselves (Austrian, 2012).

ii) Evidence from the Batonga Girls Education Programme in Mali shows that provision of scholarships and mentoring boost girls’ self-esteem and keeps them in school (USAID, no date).

iii) Through scholarships, teenage girls’ conferences, mentoring and leadership workshops and access to education opportunities the Unveiling Africa Foundation, a group of middle class women from the Nigerian Diaspora based in Canada, has provided a platform for Nigerian teenagers to start acquiring fundamental problem solving skills, critical thinking and passion for social change (CP Africa, 2012).

iv) There is some evidence to show that mentoring schemes-through training, internships, and mentors- boosts professional women’s confidence. One organisation spearheading this effort is the Cherie Blair Foundation for Women, which facilitates an online mentoring project to connect professional women in the global north and south. An independent evaluation of the 12-month pilot of the Mentoring Women in Business Programme found that it had an impact both on mentors and mentees. For the mentee, this included increased self-confidence, business knowledge, and new technical skills. For the mentor, this included a renewed interest in their personal work, the opportunity for intercultural exchange and the satisfaction of seeing their impact on their mentee (Cherie Blair Foundation for Women 2012).

v) Access Bank in Nigeria and Development Finance Company of Uganda (DFCU) are two large banks which have partnered with
the International Finance Corporation (IFC) to design and launch Women in Business programmes in the two countries. They have disbursed $35.5 million and $16.1 million respectively in loans to women entrepreneurs, trained women clients on business skills and boosted their confidence to approach the bank for credit services (World Development Report, ch.7). Moreover, it is known that the Governor of the Central Bank of Nigeria is a GEWE champion, having instituted a women’s economic empowerment policy that calls for women to occupy a minimum 40% of management positions in the bank by December 2014 (Central Bank of Nigeria 2012).

The Evidence base for Stream 2: Discrimination challenged and value of AGW increased

330. Introduction: This stream includes outputs on communications campaigns and working with key influencers to change attitudes towards AGW. Development communications recognises the importance of combining both top-down communications campaigns and bottom-up, participatory on-the-ground interventions (Cooper et al 2010). Evidence also shows that while change processes differ from context to context, that there is a set of key elements to bear in mind: presence of an initial core group of change supporters; recruitment of others by diffusion of ideas; the tipping point; open debate; a process of public commitment. It is important to note that initiatives to change gender norms as the primary goal are relatively new (Kangas et al 2012), so the evidence draws on campaigns from a variety of sectors, particularly the health sector.

What evidence is there that mass media communications campaigns can change attitudes towards AGW?

331. While there is good evidence that targeted communications campaigns, when combined with on-the-ground interventions, can change attitudes (and sometimes behaviours), much of this evidence is from other sectors and other countries.

332. There is evidence from government-led behavioural change campaigns in the United Kingdom that national communications campaigns can change attitudes and behaviour. Some examples include:

i) The Moment of Doubt Campaign in the United Kingdom addressed the issue of drink driving among men and boys. It identified the key point to intervene: around men and boy’s cognitive dissonance around drink driving. Thus, the campaign shifted from previous efforts to raise social outrage around drink driving to persuading drivers that drink driving could have immediate, negative effects for them personally. This led to a rise in men and boy’s perception that they could be caught drink driving, and a decrease in incidence of drink driving and deaths and injuries caused by it (COI 2009).

ii) A stroke awareness campaign in the United Kingdom to educate the public to spot and address stroke symptoms
successfully changed the behaviour of its core audience: within a year, an estimated 9,864 more people got to hospital faster, 642 of whom were saved from death or serious disability. This intervention successfully targeted a core audience with a clear message (in an easy to recall acronym) (Snow et al 2010).

333. A review of what works in social marketing to youth (mostly from New Zealand, Australia, and the United States) shows that successful campaigns included the following elements: thorough research on the audience; creative use of private sector marketing techniques (e.g. branding positive lifestyles); use of multiple media channels; age- and ethnicity-specific messages; addressing both individual behaviour and public policy (Thornley et al 2010). Two key examples from this review:

i) The Truth campaign to end youth smoking in the United States. Based on an earlier state-level campaign in Florida, this national campaign tapped into young people’s motivations and aspirations (e.g. around independence and rebellion), instead of focusing, as earlier campaigns had, on short-term health risks of smoking. The campaign contributed to a decrease in youth smoking from 25.3% to 15% between 1999 and 2002, claiming that the campaign was responsible for 22% of that decrease. Moreover, exposure to the Truth campaign was also associated with lower risk of beginning smoking in the first place (Thornley et al 2010).

ii) Another key example is the Snake Condom Campaign in Australia, which recognised that indigenous youth did not identify with mainstream social marketing, which they perceived to be targeting white youth. So, a campaign was developed to specifically target indigenous youth, choosing an appropriate symbol (snake), and, in addition to a print, poster, and television campaign, training indigenous youth as ‘peer sellers’ to distribute the condoms. This campaign led to significant changes: the percentage of youth who said they always use a condom increased from 40% to 58%; two thirds of participants reported they had been to an Aboriginal Health Service since seeing the posters; and three quarters said they would buy these condoms and visit these health services in future (Thornley et al 2010).

334. Given the fact that the enabling environment begins with the AGW and her own self-esteem and aspirations, it is also important to note communications interventions that successfully improved women’s aspirations—even if nothing else changed. In Afghanistan, Afghan Women’s Hour, a radio forum to discuss gender and social issues, led to women’s increased ‘capacity to aspire’ in areas discussed on the programme. It is important to note that 39% of the listeners were male, so part of the success may have been due to changes in men’s attitudes as well (Appadurai, cited in Kangas et al. 2012).
What are some good examples of evidence of combining hybrid communications with on-the-ground interventions to change attitudes?

335. The evidence shows that communications campaigns are particularly effective when combined with local, on-the-ground interventions. The evidence also shows the power of including participatory approaches in these interventions, whether through community educators, training young people to be radio correspondents, or having call-in programmes.

i) During the late 19th and early 20th centuries in China, the centuries old practice of foot binding was ended within a generation. This happened through a behaviour change campaign begun by missionaries and expats, which quickly spread to member societies against foot binding. These societies pledged not to bind their daughters’ feet, nor allow their sons to marry women with bound feet. Eventually, unbound feet became a government mandate. This campaign relied heavily on people’s social networks, public outreach, and the spread of information (Malhotra et al 2009).

ii) Tostan, an NGO led by an American expat in Senegal, has led a campaign against female genital cutting (FGC) since the 1990s. The campaign has worked to change social norms around FGC as an essential rite of passage, distributing information on the practice via kinship and social networks. The campaign relies heavily on work at the local level. The campaign has seen a shift in attitudes towards FGC as an essential prerequisite for marriage, and broader changes around women’s roles in the family and community. However, unlike in China, this effort has not been taken on by the state, limiting the widespread success (Malhotra et al 2009).

iii) ‘Edutainment’ interventions like Somos Differentes Somos Iguales in Nicaragua show that combining ‘edutainment’ programmes (in this case, a television soap opera and radio call-in show) with educational materials, capacity building, discussion, and networking can lead to both attitudinal and behaviour change around sexual health. Moreover, findings show that this intervention promoted community-based dialogue strengthened the leadership of youth, and fostered alliances between organisations (Solórzano, I. et al. 2008).

iv) Evidence from Minga Peru’s Intercultural Radio Educative Project, including the radio programme Bienvenida Salud, in Peru shows similar results, where the combination of participatory radio programmes, school-based initiatives including training in radio correspondence, and community-based interventions facilitated increased knowledge and discussion of issues around health and violence, as well as both ideological and behavioural changes in parent-child and male-female relationships (Singhal, A. et al. 2008).
Evidence from Soul City in South Africa shows that combining radio and television series with the distribution of accompanying information booklets has led to a change in attitudes toward VAWG (WHO 2010).

There is some evidence of on-the-ground interventions that have changed attitudes towards AGW in Nigeria.

i) Ku Saurara! (Listen up!), a programme in Northern Nigeria that increased young people’s knowledge of reproductive health issues and access to services, successfully used an interactive radio show, films, email and mobile technology, listener groups, and community interventions like road shows to improve openness towards family planning and generate momentum and discussion around the issues. The programme began with an interactive radio show, but expanded to include film, email and mobile technology. The impact evaluation found a 33% increase in couples' communication about family planning; a 20% increase in one’s belief that one can use contraceptives; and that youth who attended these rallies were three times more likely to have positive attitudes towards using contraceptives (Lapinski et al 2011; Centre for Communication Programmes).

ii) The Ndukaku Multimedia Programme in Enugu State used multiple communications channels- coupled with community dialogue- to generate a successful campaign on the harmful effects of FGC. This improved AGW’s ability to resist FGC and increased wider community support for the issue (Berg 2012).

iii) The Pathfinders Leadership Training Programme involving sex education that includes building girls’ self-esteem and helping improve the relationships between girls and boys was more effective at changing the attitudes of young people to sexual and reproductive health than sex education that did not include the elements on self esteem and positive relationships (MacArthur Foundation 2007).

iv) The USAID Extending Service Delivery Programme that integrated information about family planning into other FOMWAN education programmes was effective at getting around social and community obstacles to discussion of sexual and reproductive health with women. This programme also successfully trained Imams as change agents, who went on to train further Imams as champions (USAID, no date).

What evidence is there that it is important for key influencers in the community to recognize and promote the value of AGW?

The social change literature points to the importance of key influencers in the community, including traditional and religious leaders, and also men and boys, mothers-in-law, and celebrities.

i) Clarke et al (2011) note the particular role faith-based organisations and religious leaders have had in reaching isolated communities on behaviour change around HIV/AIDS.
ii) In Yemen, the active engagement of religious leaders was key to the success of the ‘Safe Age of Marriage Programme’, which trained community educators to hold community awareness-raising sessions, using discussion, storytelling, debates, and other techniques. The successful buy-in of religious leaders was vital to the success: the Ministry of Religious Affairs in Amran called upon all religious leaders to incorporate into their sermons the negative consequences of early marriage (Friej 2010).

iii) Other examples include the successful training of traditional leaders in Cameroon as change agents on issues around CEDAW, addressing concrete changes at the community level, e.g. practices that express women’s ‘inferiority’- sleeping on the ground and being stripped of her clothes upon the death of her husband (CEDAW Success Stories: Cameroon). And in Nigeria, Imams have been mobilised as key change agents around healthy birth spacing, through invoking the teaching of the Qur’an and influencing colleagues within the Imam community (USAID, no date).

iv) There are also emerging examples of the influence of celebrities. The Vrai Djo (Real Man) project in the DRC, a media campaign targeting male behaviour towards women, has used a well-known rapper as a positive male role model (SFCG 2011). In Niger, a successful social marketing campaign around condom use used well-known wrestlers as role models, and their matches as a medium through which to advertise, using the campaign logo and song (Adams 2009).

Why is it so important to work with men and boys?

339. The evidence shows that men and boys play a critical role in creating an enabling environment for AGW. There is strong evidence from elsewhere in Africa and from South America that working with men and boys—especially through peer groups—can change attitudes towards AGW around reproductive health, violence, gender roles, and communication.


341. The evidence notes that work with men and boys needs to challenge existing hegemonic masculinities that pressure boys and men to perform their masculinity through violent behaviour, substance abuse, sole decision-making power within the household, etc. Through challenging this and presenting alternative masculinities, these behaviours can change (Greene et al 2011).

342. Evidence shows that group education activities are particularly effective in engaging men and boys (Haider 2012). Evidence from Instituto Promundo’s work in Chile, Brazil, and India shows that group work with men and boys with men and boys has led to increased discussion of GEWE issues
and decreased support of violence behaviour towards women (Barker et al. 2012).

343. Evidence from a men and boys safe spaces programme in Ethiopia shows that providing a safe space for poor and marginalised men and boys allows them to talk about sexual and reproductive health issues, fatherhood and child-care, and issues around violence. This has led to improved drinking habits, sharing of domestic tasks, improved spousal communication and shared decision-making (Erulkar et al 2011).

Why should Voices for Change use new media (in additional to traditional media)?

344. The evidence shows that new media, including Twitter and Facebook, are on the rise in Africa, with Nigeria as one of the leading countries. In 2011, Nigeria was the African country with the fourth-highest volume of Twitter tweets (Portland Communications 2011). While the evidence of the impact of social media is limited, we believe this is a growth area and that we should be part of the vanguard harnessing this potential. Haider (2011a) notes that social media is most effective when combined with links to conventional media, links to activists, a reaction among the elite, on-the-ground activities and external (i.e. international) attention.

345. While we recognise that new media users are limited to those with access to technology, we also recognize that, in addition to working with poor, rural AGW, we will also want to target urban, middle class AGW, as well as men and boys, as there is evidence of the impact of the middle class on poorer populations, as a “powerful agent of change to expand prosperity to those left behind” (Ferreira 2013). The social role of the middle class includes using their ‘economic clout’ to support political platforms that promote better governance, inclusive growth, accountable governments, property rights, and higher quality public services (Pezzini 2012; Mubila and Aissa 2011).

346. Social media are emerging as an important tool for social movements and advocacy groups in the global south as a quick and inexpensive way for CSOs to generate grassroots support, mobilise protests, share information. In addition to the often discussed role social media played in the Arab Spring, social ventures and technology enabled advocacy groups (e.g. IBASE in Brazil and Awaz in India) are emerging (Barenblat 2011).

347. Howard et al (2012) suggest that, due to high levels of internet use and frustration over lack of freedom, Nigeria is among the top ten countries for which social media may play a key role in the “narrative of social change”.

348. Internet usage is increasing quickly. Between 2008 and 2010, the percentage of the Nigerian population that uses the internet increased by nearly 80%, from 15.9% to 28.4% (ITU 2011: 155).

349. As of August 2011, Nigeria had 3,675,960 Facebook users, ranking the 37th country in the world in terms of volume of Facebook users. In Africa, only Egypt and South Africa have more Facebook users (ITU 2011: 127).

350. Finally, we know that social media has already had some effects—both positive and negative—in Nigeria.
i) The DFID-funded Nigeria Stability and Reconciliation Programme (NSRP) notes that social media can both trigger and mediate violent conflict. On the positive side, during the national strike over fuel subsidy removal in January 2012 social media were widely credited with broadening the debate to include a discussion of corruption, and in influencing government to reach a compromise with the Nigerian Labour Congress (NSRP Business Case, citing ‘Subsidy Protest and the Power of Social Media’ article in ‘Leadership’, 29.4.2012).

ii) Many civil society organisations used social media to monitor the 2011 Nigerian elections, using SMS, twitter, website, blog, and phone reporting. One, Project Swift Count, run by the NDI and funded by DFID and USAID, used SMS to connect field observers with a ‘nerve centre’ in Abuja. The 2010-2011 DFID Deepening Democracy in Nigeria Annual Review found that the Swift Count improved the credibility of the INEC results (Glentworth and Afari-Gyan 2011; Asuni and Farris, no date).

iii) It is important to note that while social media is often thought to belong to young professionals, the 2011 elections showed that it was in fact used by a “broad cross section of people”; this data was unfortunately not able to be gender-disaggregated (Asuni and Farris, no date: 14).

iv) It is also important to note that government too uses social media and acknowledges its role. In 2011, President Goodluck Jonathon initially announced his candidacy on Facebook. Moreover, in a post-election statement, he acknowledged the positive role social media played in the election (Asuni and Farris, no date).

The Evidence for Stream 3: Strengthened legal frameworks and political commitments for AGW

351. Introduction: This stream includes work towards greater inclusion of women and AGW issues in political and governance processes. There is some evidence that reform of legislation, policies, national machineries and programmes improves gender equality and the empowerment of women. There is strong evidence that this reform is most effective and sustainable in the presence of an autonomous women’s movement able to challenge the status quo through the mobilisation of a collective voice (Htun et al, 2012; World Development Report 2012, ch.4). The evidence also points to the need to focus on girls’ education today to contribute to the emergence of a cadre of feminist thinkers and professional women essential for the establishment of national women’s rights movement in the future.

What evidence is there that changes in legislation improve the enabling environment for AGW?

352. There is evidence that reform of legislation, policies, national machineries and programmes can improve the enabling environment for AGW. A few key examples:
353. While the evidence shows that quotas alone are insufficient (Tadroz 2011), there are examples of quotas’ increase in women’s representation leading to changed attitudes. In India, the increase in women in local office led to attitude change among AGW and their parents, in terms of the role of the girl, whether parents should invest in her health and education, and the girls’ aspirations for herself (Beaman et al 2012).

354. It is argued that increasing women’s representation in parliament often leads to legal reforms that expand women’s rights (Turquet 2011: 26). This has been seen in, for example, Macedonia, Costa Rica, Spain, Tanzania, Nepal, and Rwanda. In Rwanda, the Ministry of Gender and Family Promotion is widely credited as playing an important role, along with the Forum of Women Parliamentarians and civil society organizations, in pushing through the 1999 Law on Matrimonial Regimes, Liberalities and Successions. This legislation established women’s rights to own and inherit land on an equal basis with men, and to share ownership of marital property. Preliminary findings from qualitative research indicate that these legislations are affecting attitudes towards land inheritance and patterns in practice. Although quantitative data are not yet available, many male family heads commented that under the new law they felt obliged to give their daughters land (Turquet 2011).

355. In a regional study from MENA it was found that gender machineries were able to push governments to pass significant legislative reforms promoting gender equality (apart for Saudi Arabia). A key obstacle remains the ability to enforce and implement the new reforms (Jad 2010).

What evidence is there that social movements must be harnessed?

356. There is strong evidence of the role of social movements to processes of change, though the best evidence of the impact of movements on changes for GEWE comes, unsurprisingly, from the women’s movement. Thus, Voices for Change will seek to bring together the various women’s—and perhaps other social—movements around key GEWE issues to harness their energy and influence.

357. In Brazil social movements include a number of different partners including local and national NGOs. They are widely regarded as having played the leading role in bringing to an end the military dictatorship in the 1980s and contributed to the establishment of democratic institutions (Earle 2008);

358. In Nepal, during the peace negotiations, the Nepal Citizens' Movement for Democracy and Peace (CMDP) emerged as a non-violent, a-political social movement and placed itself in contrast to armed movements in the country. Led by high-profile national figures from the upper and middle classes, it held highly visible events to call on the different parties involved to take the movement’s aims into consideration. Despite its élite leadership, the movement did not alienate the broader constituency and was successful in establishing linkages with groups outside of the capital, which began launching their own protest programmes (Earle 2011).

359. In Nigeria, the Movement for the Survival of the Ogoni People (MOSOP), engaged in a struggle with the state to block the exploitation and
pollution of Ogoni oil-rich lands and the marginalisation from decision making of the Ogoni people by the state-oil business alliance. The MOSOP was profoundly weakened by the assassination of its leader Ken Saro-Wiwa and utterly ignored by the government and oil business alliances. However it produced a bill of rights, that was adopted and signed by local leaders after ‘massive grassroots mobilization’ and in which the Ogoni set out their demands for political autonomy (Earle 2011).

360. However, Haider (2009) notes that donor funding of social movements through CSOs can also create problems, such as: the dilution and bureaucratisation of social movements, leading to the defection of key members; shift in focus from longer-term to shorter-term outcomes; and a shift away from “radical” messages.

*What evidence is there that women’s movements must be harnessed in particular?*

361. As noted above, there is evidence that the presence of an autonomous women’s movement can enable reform of legislation, policies, national machineries and programmes improve gender equality and the empowerment of women.

362. There is evidence (Htun et al 2012; MacBride and Mazur 2011 for World Development Report 2012) that strong autonomous women’s movements influence ‘state feminism’ and result in stronger national gender machineries. A global comparative analysis, drawing on data from 70 countries over four decades, found that women’s movements (“the autonomous mobilisation of feminists in domestic and transnational contexts”) are key to enacting policy change around VAWG, more important than a nation’s wealth, leftist political parties, or number of women politicians (Htun et al 2012).

363. Reports from a seminar with studies from Bangladesh, Brazil, Ghana and Egypt show that drawing from the women’s movement’s support and direction for setting the agenda around service improvements can further strengthen the legitimacy of said agenda. In particular CSOs and women’s social movements are key to supporting a constituency that can focus on women’s issues, holding governments to account, demanding open and transparent processes, advocating for human rights, and providing a space for the development of women’s leadership skills for formal politics (Castillejo 2009).

364. In Tunisia and Morocco, advocacy by women’s rights groups led the respective governments to pass the most progressive Personal Status Laws in the MENA region regulating divorce, polygamy, child custody, passing nationality to children, workplace discrimination and protection from domestic violence (World Development Report 2012, Ch. 8).

365. In Tanzania advocacy by the Tanzania Media Women Association (TAMWA) contributed to the passing of the Sexual Offences Bill. This success is due to the harmonious relationship between the NGO and the government, and sensitisation of key stakeholders and the public. (Kiondo A., no year)
366. The **Uganda** Association of Women Lawyers lobbied the Constitutional Court and challenged discriminatory divorce laws as unconstitutional (World Development Report 2012, ch.8).

367. In 1999, 30 civil society groups launched the **Namibian** Women’s Manifesto Network. Their 50/50 campaign focused on promoting party candidate lists with 50% quotas for women. The same year the South West Africa People’s Organisations (the majority party) increased female presence in the party list by 28% and female representation in the National Assembly jumped to 26%. (World Development Report, ch.8).

368. In **Rwanda**, The Ministry of Gender and Family Promotion (MIGEPROF) is widely credited with playing an important role, along with the Forum of Women Parliamentarians and CSOs, in pushing through the 1999 Law on Matrimonial Regimes, Liberalities and Successions. This legislation established women’s rights to own and inherit land on an equal basis with men, and to share ownership of marital property (Turquet 2011).

369. In the 1990s in **Argentina**, a small number of women politicians began a movement for gender quotas, which was taken up by the women’s movement. With support from key influencers, including the President, Argentina adopted a national mandate to enforce gender quotas in legislative elections (Malhotra et al 2009).

370. In **Nigeria**, a small injection of funding from UN Women has enabled the MoWA to convene the inter-ministerial committee on women, peace and security (Maguire and Nwadinobi 2012).

371. It is also important to note that happens when women’s movements are left out:

i) Two studies of gender machineries in post–Apartheid **South Africa** show that despite a decade of funding to the establishment of a national gender machinery, the machinery had limited success due to conflict between the various agencies, limited achievements of gender mainstreaming and uneven engagement with women and women’s organizations in civil society (Gouws 2005-2006 and Seidman 2003 in MacBride and Mazur 2011 for WDR 2012)

ii) Since 1999 women’s machineries in **Thailand**, which previously had a strong legacy of state feminism and collaboration with the women’s movement, adopted a more symbolic role and have not advanced women’s movements’ demands. Hence their power diminished and policy outcomes have become de-gendered (Leeraisiri 2004 in MacBride; Mazur 2011 for World Development Report 2012)

*What evidence is there that there is an appetite in Nigeria for women’s movements to be brought together?*

372. As part of its inception work, V4C held an e-discussion in September 2012 with women from Nigeria and the Diaspora in development and academic sectors. The e-discussion revealed a clear appetite among GEWE activists for platforms to bring together new ideas on promoting GEWE and to
support outstanding young people, particularly students, who are committed to GEWE. The e-discussion suggested a number of different and innovative approaches to promote GEWE, which would involve mobilisation of different groups, from formal NGOs to interest- or identity-based groups (e.g.: religious groups or young people’s groups). These include documenting the struggles and accomplishments of the women’s movement so far, showcasing the ways everyday people redefine their spaces and change norms, asking boys and girls to share their own inspiring stories of positive deviance and recreating examples of good programmes using media led by boys such as the Girl Power Initiative in which girls plan, develop and produce their own radio programme for their peers (Voices for Change 2012a).

The Evidence for the cross-cutting Stream 4: Strengthening evidence base and capacity on GEWE (and well disseminated evidence)

373. Introduction: This stream includes the production of two landmark Gender in Nigeria reports focusing on the Enabling Environment. The production of these reports will include researchers’ capacity-building as background papers are commissioned to inform the report. There will also be a virtual hub established and maintained as a resource on gender in Nigeria.

What evidence is there that more evidence on GEWE in Nigeria is needed?

374. Mapping done by V4C confirms that there is, with the exception of the recent 2012 Gender in Nigeria Report, a low level of research output and capacity on GEWE in Nigeria currently. While this report has filled an earlier gap in knowledge around key GEWE themes, there is still a gap in knowledge around the enabling environment for GEWE in Nigeria. It is that gap that V4C research will fill.

375. The Gender in Nigeria Report calls for further research around many issues, including: underlying causes of violence; how women engage with and exercise power; relationship between gender inequality and conflict in the Nigerian context; and high rates of school attrition for girls.

What evidence is there that research-based evidence can have an impact on policy?

376. While there is strong evidence that research can improve public policy and contribute to development progress, experience shows that often development research fails to influence at all (Carden 2009). This is partially to do with what Broadbent (2012) calls the low “evidence literacy” in many African countries, both among policymakers and as a wider structural issue. That said, there are also many successful cases of research impacting poor policymaking, outlined below, which Carden (2009) argues come about when a good relationship between researchers and policymakers enables evidence to influence policy. This argument notes, though, that evidence is just one of numerous influences on the messy and complicated policymaking process, so a causal relationship between evidence and policy can be difficult to trace.

377. The NSRP notes that it is most likely that governance research will have an impact on development “when there is a clear demand from research
users and there is an effective supply of high quality policy relevant research, backed by the intent to influence amongst researchers” (NSRP, citing Kunal Sen, no date, emphasis my own).

378. Research can do much more than influence individual policies and government decisions. It can also “expand policy capacities, broaden policy horizon, and alter the nature of policy making regimes” (Carden 2009: 24).

379. Carden notes an example of a 1993-2001 “economic modernisation” programme in Vietnam, in which an IDRC-led policy-focused research programme on environment and resource management, trade, and poverty reduction was able to not only influence specific policies, but also improve governance through growing policymakers’ capabilities through new knowledge and skills; and to influence a new policymaking “regime” that values fact-based analysis (Carden 2009: 20).

380. There is evidence that the way research is communicated affects its impact. Carden (2009) notes that it is critical that research be presented to policymakers in a language they can easily understand, and that communication need to flow both ways, be continuous, and be clear and to the point. A recent report on an experiment to test the influence of policy briefs (Beynon et al 2012) notes the limitations of policy briefs, showing that policy briefs have a weak influence on beliefs, but do prompt policymakers to pass on the information to others (Beynon 2012a).

381. Carden (2009) documents examples of research leading to policy change, for example around public health in Tanzania; economic policy the Philippines and Bangladesh; water conservation in Jordan; and ICTs in Mozambique. While the paper is careful to note that there is not one clear set of recommendations to make research influential, it does say that one can learn from successful cases in different contexts.

382. For example, In cases where a new issue activates research but leaves policymakers uninterested: successful experiences from India and Peru show that policymakers’ interest in new and emerging evidence can be roused through tailored lobbying; building relationships between researchers and individual policymakers; and mobilisation of local and national public interest and opinion in the topic (Carden 2009: 30-31).

383. In cases where policymakers are interested but lack capacity or leadership, or where policymakers are hostile to the research, or where there is clear government demand, different strategies would be more useful.

384. As noted above, the 2012 Gender in Nigeria Report is an example of research which has attracted a response from the media; activists; and the Ministry of Finance with Line Ministries in relation to results for AGW in the 2013 budget.

385. There is also some evidence of the impact of online research hubs. A 2007 Impact Evaluation found that policymakers, policy influencers (including CSOs), researchers, and development workers found Eldis useful, showing an impact of Eldis on government and multinational organisations’ processes, and on CSOs’ understanding of these processes they sought to influence (ITAD 2007).
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3 Ledgard 2012
4 Zasha 2012; DFID Country Governance Analysis 2008
5 Chronic Poverty Research Centre 2010
6 British Council 2012
7 UNICEF 2001
8 British Council 2012
9 Baldwin 2011; Lloyd and Young 2009, Population Council
10 See for example Population Council; Women for Women; Girl Child Education in Northern Nigeria, Population and Reproductive Health Partnership Research Program Approach, Bixby Centre, University of California, Berkeley.
11 NDHS 2008
12 British Council 2012
13 Farr 2003
14 World Bank
16 Morrisson and Jutting 2004
17 Jones et al 2010
18 OECD 2012
20 Imam et al 2008
21 Voices for Change 2012a
22 Bebbington 2009
23 Earle 2011
24 Pathfinder International 2004
25 Personal communication with several Nigerian male gender equality allies
26 Greene et al 2011; Haider 2012
27 Section 55(1) (D) of the Penal Code, cap 89, Laws of the Federation of Nigeria (LFN), 1963, applicable in Northern Nigeria.
28 Imam et al 2008
29 British Council 2012
30 Central Bank of Nigeria 2012
31 British Council 2012
32 British Council 2012
33 Heinrich Boll Stiftung Nigeria, 2011: 14-21
34 V4C 2012b
35 Federal Ministry of Health and MacArthur Foundation, Panel Discussion on Married Adolescents, October 17, 2012
36 Central Bank of Nigeria 2012
37 DFID 2011
38 Mackie and LeJeune 2009, 2012
This will be calculated by individual staff and consultants as part of monthly expenses reporting using www.CO2balance.uk.com/co2calculators.

As recommended by the DFID HTN guidance on business cases August 2011.

These are the benefits that the girl or woman directly receives for herself from the behaviour change e.g. higher wages due to completing secondary school.

Social benefits are gains and desirable results of the programming which accrue to other persons or to society rather than to an individual girl or woman who may have been a direct target of the programming.

See Evidence Annex F for details.

Please note that studies provide good guidance, but operate in differing contexts, so V4C may not achieve the same magnitude of VFM.
While we recognise that new media users are limited to those with access to technology, we also recognize that, in addition to working with poor, rural AGW, we will also want to target urban, middle class AGW, as well as men and boys, as there is evidence of the impact of the middle class on poorer populations, as a “powerful agent of change to expand prosperity to those left behind” (Ferreira 2013).

Stern et al. 2012
Mayne 2012

‘Cumulative number of demonstrable changes in the circumstances of AGWs where there is evidence of attribution to V4C and Population Council’s work on attitudes and behaviours’

Projection is based on average change over previous 4 years on percentage of female children of secondary school age attending secondary or higher school (NAR). Sources collect school attendance, rather than enrolment.

Data on coverage of antenatal care in the country have been consistently available since 2003. The data in the country (for antenatal care) up to 2008 show no remarkable variation over the period 2003-2008. Projection is based therefore on the widely acknowledged slow progress.

V4C will seek for partnership support from DFID’s Nigeria Stability and Reconciliation Programme (NSRP) in order to ensure sustainability of data collection, improve disaggregation and sharing of data.

Outcome indicators are structured into three main measures that reflect the V4C Theory of Change for the enabling environment for AGW, and the implementation Streams. Additionally a fourth indicator provides a strong reporting indicator related to tangible results.

Baselines, milestones and targets for all indicators will be confirmed at the conclusion of the Inception Phase.

The ‘enabling environment’ refers directly to DFID’s Vision for Women and Girls, in which the foundations of the ‘gender house’ are the enabling environment. The key components are: challenge discrimination, effective legal frameworks, increase the value given to G/W, increase the power of G/W to make informed choices and control decisions, enable women’s participation in politics, and sustained political commitment to services and opportunities for G/W.

Indicators are structured along the KAP model measures that reflect the V4C comms theory.

Case studies will also be a particular focus for in-depth VFM studies.

The V4C Outputs are clustered into four streams. Streams 1-3 are logical clusters of the enabling environment, defined in V4C’s Theory of Change. Stream 1 concerns direct support to AGWs to build their self-esteem and self-confidence; Stream 2 focuses on changing attitudes and beliefs about AGW; Stream 3 relates to improving the legal frameworks for GEWE. Stream 4 reflects that intervening on the enabling environment directly is novel, and requires strengthening of the evidence base.

CSAGE stands for Community Spaces for Adolescent Girls’ Empowerment. This is Population Council’s direct intervention targeting adolescent in 6 states in northern Nigeria.

Direct beneficiaries are those benefiting from CSAGE while indirect beneficiaries are considered as those who benefit as a result of improvements made to the direct beneficiaries. Although this classification may seem clear, the categorisation made by Population Council regarding who is considered direct or indirect could be different.

Direct support options are demonstrable value addition of V4C’s safe space initiatives including mentoring programme using new technologies.

This will include innovation digital communications campaigns, including working directly with ‘digital communities’ to advocate for gender issues.

NOTE: Out of a population of approximately 150 million Nigerians, 44 million have internet access. Approximately 3 million Nigerians are on Facebook and 60,000 on Twitter. (Source – Tracking Social Media on 2011 Nigerian Elections, The Tracking Media Social Centre, 2011)
Using central/regional/state interventions would also target churches/dioceses, the Mosque, Council for Ulamas, Traditional Leaders Council etc. along with community level.

Persons (sometimes referred to as celebrities in popular culture) who are easily recognized in the Nigerian society or culture, such as footballers, actors, TV presenters, DJs and musicians.

By ‘political processes’, we mean the regulation of a political unit, and to the methods and tactics used to formulate and apply policy including electoral processes, such as voter registration, registration of political parties, nomination process, campaign process, media and civic and voter education, actual voting, election monitoring and observation, announcement of results, post election review and post election disputes – with a swing of an increased political participation by women. By ‘governance processes’, we mean the spectrum of activities around government planning, legislative, regulatory, budgetary and enforcement processes.

Civic education (e.g. on electoral and democratic processes) given in Safe Spaces curricula (Output 1 and 2)

The Enabling Environment for Women and Girls in Nigeria; built from a series of commissioned papers in a supported research process (cf WDR process); Report widely shared with a structured comms package, intended to help set the national agenda on the enabling environment.

Envisaged as analogous to DFID’s PDF programme; designed to be the facility for accessing the V4C Strategic Opportunities Fund.

Standing 2004

As recommended by the DFID HTN guidance on business cases August 2011

Lawn et al. 2005

Gertler et al. 2003

Sen 1998

In the WHO multi-country study on women’s health and domestic violence, between 19% (Ethiopia) and 55% (Peru) of women who had ever experienced physical violence by their intimate partner reported being injured as a result.

WHO 2012

Ward et al. 2010

Psacharopoulos, G. 2002

Girls Count 2009

Seguino and Floro 2003

Hallman et al. 2011

Erulkar et al. 2005

Santhya et al. 2008

It must be noted that such programmes took place in differing contexts so their applicability to Northern Nigeria must be treated with caution.

Gearing et al. 2010

Gearing et al. 2010

Huntley et al. 2008

Malhotra et al. 2009

Htun et al. 2012

Turquet 2011: 26

Turquet 2011

Earle 2008

Earle 2011

WHO 2007

WHO 2007

Barker et al. 2012

Ferreira 2013

Luckham 2005: 8
The actual examples are: 1) Evidence from Vietnam shows that women’s groups can help create an enabling environment for women entrepreneurs to develop their business (ILO 2011); 2) Evidence from India shows that the presence of empowered AGW in political leadership positions affects ABC in girls and their families (Beaman et al 2012); 3) Evidence from the Batonga Girls Education Programme in Mali shows that provision of scholarships and mentoring boost girls’ self-esteem and keeps them in school (USAID, no date).

ILO, 2011; Beaman et al 2012; USAID no date; UN Women 2011

The emerging medium which predominantly is made up of GSM smart phones, social media, internet and so on present opportunities for innovation.

While we recognise that new media users are limited to those with access to technology, we also recognize that, in addition to working with poor, rural AGW, we will also want to target urban, middle class AGW, as well as men and boys, as there is evidence of the impact of the middle class on poorer populations, as a “powerful agent of change to expand prosperity to those left behind” (Ferreira 2013).


Glentworth and Afari-Gyan 2011; Asuni and Farris n.d.

Risk is present when future events occur with measurable probability. Uncertainty is present when the likelihood of future events is indefinite or incalculable

In probability theory, the expected of a random variable is the weighted average of all possible values that this random variable can take on.

Knowles 2003

Hallman, K. 2007

Erulkar amd Chung 2005

Bridge 2011, 2008; Olawoye et al. 2010

WHO 2005

Nellemann et al 2011

Antrobus 2004; V4C e-discussion 2012

Htun et al. 2012

OMD Media Reach Report for V4C, October 2012

See point 2.4 below for more on the importance of working with men and boys.

Another well known example of a ‘new champion’ is the singer Lira in South Africa. She is a pop star who is also the Southern Africa Trust’s Ambassador for Change. She has launched socially conscious songs and videos, and is the face of the change4ever campaign, which is the Southern Africa Trust’s awareness raising, public participation, and direct-from-public fundraising initiative. However, there does not yet appear to be an impact evaluation of her work.

In Nigeria, levels of education, where ones lives, and gender all correlate to internet use: those who have completed tertiary education are ten time more likely to use the internet than those who have only completed primary school. Those in urban areas are more than twice as likely to use the internet than those in rural areas. And while the number of men and women who in 2007 knew about the internet was similar, men were more than twice as likely to use the internet (ITU 2011: 113, 118).

Note that this is evidence of research-based evidence having an impact on policy, not of examples of evidence-informed policy. For V4C, we are interested in showing that research can be communicated to influence policy. However, the discussion of policymakers’ limited capacity to use evidence looks at a wider issue: whether policymakers have rigorously considered the evidence base, rather than whether policymakers have cited a piece of research (Fisher 2012).

Her 2012 study is based on case studies from Ghana, Uganda, Sierra Leone, and Zambia, as well as wider literature.