

TRANSFORM



Meta-synthesis of UN Women Evaluations on Advocacy and Communications

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Dear Readers,

Advocacy and communications are integral to UN Women. They proactively advance the Entity's strategic positioning and its unique tripartite mandate, encompassing normative support, UN system coordination and operational activities, to mobilize urgent and sustained action to achieve gender equality and the empowerment of all women and girls. Since the inception of UN Women, its advocacy and communications work have grown exponentially, including the need to produce relevant content, enhance media outreach and collaboration, and develop new media and communications partnerships.

As part of the UN Women Corporate Evaluation Plan, the Independent Evaluation Service (IES) conducted a meta-synthesis of UN Women evaluation evidence related to advocacy and communications from 162 corporate and decentralized evaluations undertaken by UN Women between 2018–2022. This meta-synthesis collates evaluation insights and evidence on UN Women's advocacy and communications efforts related to the Strategic Plan's key results areas : Governance and Participation in Public Life; Women's Economic Empowerment; Ending Violence Against Women; and Women, Peace and Security, Humanitarian Action and Disaster Risk Reduction.

The report contributes to UN Women's knowledge base and learning on the Entity's advocacy and communications work, focusing on awareness-raising, campaigns and social mobilization in the context of implementing UN Women's Strategic Plans 2018–2021 and 2022–2025. Based on available evaluation evidence, this meta-synthesis outlines key results, trends, enabling factors, impediments and lessons learned and provides the ways forward that emerged as opportunities to further strengthen UN Women's capacities in advocacy and communications as the global voice and advocate for gender equality and women's empowerment.

We hope you find this new TRANSFORM issue engaging and the information within useful for strengthening the work of UN Women and its partners on advocacy and communications in the Entity's pursuit of transformative results and further advancement to better deliver on gender equality and women's empowerment.

Inga Sniukaite

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Think Beyond. Stay Ahead.

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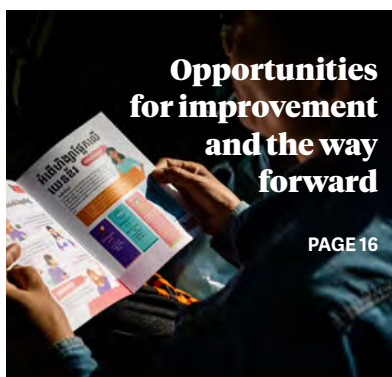
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ON THE COVER

A diverse group of 450 women's rights activists from Europe, North America, the Caucasus and Central Asia came together at the Beijing+25 regional civil society forum, in Geneva, to call for urgent action on gender equality.

Photo: UN Women/Antoine Tardy

Why evaluate UN Women's work on advocacy and communications?

In the previous UN Women Strategic Plan 2018–2021, advocacy and communications were defined as one of six types of support (advocacy and social mobilization). In the new Strategic Plan, 2022–2025, advocacy and communications are one of the cross-cutting levers and functional approaches to achieve UN Women's mandate.

As such, advocacy and communications encompass various initiatives and strategies at global, regional and country levels. These initiatives include using advocacy and communications tools; digital and social media campaigns; production and dissemination of knowledge in various forms; engaging stakeholders through facilitating dialogue, organizing events and generating media coverage; and activities related to resource mobilization.

Effective advocacy and communications efforts can be a catalyst for ensuring that programme outputs accomplish stated outcomes and increase visibility and engagement with a programme. This meta-synthesis collates evaluation insights and evidence on the advocacy and communications efforts related

to the key results areas of UN Women's Strategic Plan: Governance and Participation in Public Life; Women's Economic Empowerment; Ending Violence Against Women; and Women, Peace and Security, Humanitarian Action and Disaster Risk Reduction.

The meta-synthesis covered the period 2018–2022 and was formative in nature to further strengthen UN Women's capacities in advocacy and communications as the global voice and advocate for gender equality and women's empowerment. It was also intended to inform and strengthen organizational learning and accountability in this area.





The key objectives of the meta-synthesis were to:



1. Synthesize evidence from evaluations on the implementation and results of key types of UN Women's advocacy and communications work during 2018–2022.



2. Summarize trends, emerging themes and common lessons.



3. Identify enabling factors (internal and external) and good practices.



4. Identify risks and challenges.



5. Highlight innovative approaches in advocacy and communications.

A smiling woman with dark skin and braided hair is holding a black mobile phone with a coiled cord. In the foreground, a solar-powered phone charger with a blue and white body is visible. The background is a blurred outdoor setting with a warm, orange-toned sky. A solid red horizontal bar is at the top left of the image.

Key Insights: What does the evaluation evidence tell us?

Photo: @UN Women/James Ochweri

The meta-synthesis focused on awareness-raising, campaigns and social mobilization in the context of implementing UN Women's Strategic Plans 2018–2021 and 2022–2025. This subset of key advocacy and communications activities has not yet been fully covered in recent meta-syntheses of evaluations but they contribute to supporting implementation of UN Women's strategic objectives with an eye towards the 2030 deadline to achieve the Sustainable Development Goals (SDGs).



Photo: ©UN Women/Guadalupe Valdes



Awareness-raising

The process of deliberately bringing issues to the attention of a general and/or targeted audience, to increase their knowledge and understanding of those issues. It is one of the key elements of advocacy aimed at increasing increasing sensitivity around gender equality, and better understanding and knowledge about gender inequality through advocacy initiatives, events, social media, collaboration with goodwill ambassadors and influencers, and other media relations.



Campaigns

Actions that engage gender equality advocates to empower women and equip both women and men with resources and opportunities to become change-makers and leaders in their communities. Examples of these campaigns include social media outreach, door-to-door campaigns, newsletters, involvement of key influencers and pro-bono partnerships with the private sector.



Social mobilization

Actions aimed to secure community-based support and mobilize public support for gender equality and women's empowerment and address discriminatory gendered social norms, including child marriage and gender-based violence. Examples of these actions include action coalitions, the establishment of forums or dialogues, building alliances, mobilizing supportive constituencies and engaging with less committed actors.

Awareness-raising

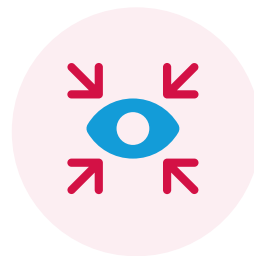
UN Women employs a diverse range of awareness-raising initiatives to amplify its key messages on gender equality and to reach a wider audience of stakeholders. These initiatives aim to change existing attitudes and norms that hinder women's empowerment. Some of these activities include facilitating awareness-raising dialogues; disseminating communications products in various formats such as videos or photography; actively engaging with gender equality advocates and champions; and utilizing multiple media channels and online platforms to disseminate key messages effectively.

Evaluations revealed that awareness-raising initiatives were frequently organized in combination with other types of support, such as capacity-building initiatives, provision of technical support and knowledge product development as part of broader thematic and programme approaches. UN Women effectively used a combination of different channels to support interventions or a mix of online and in-person events to amplify messages and reach a wider audience. In some instances, UN Women offices organized in-person events at regional and national levels, aligned with the launch of key initiatives or products at the corporate level.

Although there is limited evidence to directly attribute changes in the lives of women and girls to awareness-raising initiatives alone (and this may also be linked in part to

the constraints of a meta-synthesis where communications and advocacy were not key areas of enquiry in most evaluations), many evaluations revealed that such initiatives have contributed to increasing the awareness of women and girls about their rights and gender equality, as well as strengthening the capacity of key stakeholders and driving behaviour changes at the individual level. These initiatives also enhanced the visibility of UN Women's work and raised awareness of gender issues on a broader scale.

Several evaluations found that UN Women's awareness-raising initiatives enhanced the awareness and capacity of women and girls, along with other national and local stakeholders such as government officials, the justice sector and community leaders. This was often achieved through disseminating knowledge and information on the rights of women and girls, accessible services and by providing tools and resources shared during awareness-raising initiatives. Evaluations highlighted innovative approaches and trends in UN Women's awareness-raising initiatives. In the sample, evaluation reports highlighted the development of digital initiatives, video games and virtual platforms that enabled UN Women to reach a more significant number of people, scale up activities and have more impact, often with fewer resources.



Some evaluations found that awareness-raising initiatives such as community and intergenerational dialogues and sensitization sessions that focused on harmful practices, specifically aimed at men and boys, played a part in changing attitudes and behaviour. Awareness-raising initiatives also increased the visibility of UN Women's work and public awareness of gender-related issues through video production, social media and press releases.

Photo: ©UN Women/Dan Minenco





Campaigns



UN Women used a variety of initiatives at global, regional and country levels, designing campaigns to reach a large audience. UN Women's campaigns intended to change existing attitudes and norms that hinder women's empowerment and raise awareness of women's rights and the intersecting forms of gender discrimination.

UN Women's campaigns were organized as part of communications strategies for long-term behavioural change and awareness-raising.

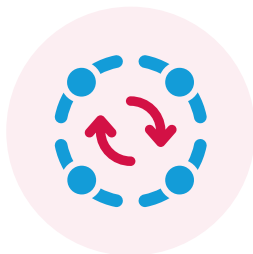
UN Women was active in creating partnerships with civil society and the private sector to conduct campaigns and used a variety of communication methods, including social media, online platforms, newsletters, key influencers and pro-bono partnerships. Many evaluations mentioned the global UN Women HeForShe campaign as an innovative campaign that was well-received by a wide range of partners. Several evaluations found that UN Women's awareness-raising campaigns worked to shift the social narrative towards the empowerment of women and to provide an entry point for discussion of controversial topics such as gender-based violence, property rights, mental health, disabilities and motherhood.

Campaigns run by UN Women have contributed to important results, although a limited number of evaluations have covered campaigns

in sufficient detail to confirm the evidence. Several evaluations found that UN Women's campaigns have contributed to changes in attitudes and behaviours, engaging men and boys to raise awareness of gender equality and social norms change. UN Women also used its comparative advantage in UN system coordination for gender equality, participating successfully in joint programme campaigns to raise public awareness and further contributed to policy development, mainly through media engagements, press briefings, and policymaker and community engagements.

Many evaluations confirmed that the campaigns which used social media platforms (Facebook, Instagram) were particularly effective in raising public awareness, especially when conducted in a local language and with support from local influencers. Evaluations also noted the effective use of various arts and sports events in a number of public awareness campaigns to deliver complex messages on controversial topics.

Social mobilization



UN Women supported social mobilization initiatives in various forms through coalitions, the establishment of forums or dialogues, building alliances, mobilizing supportive constituencies and engaging with less committed actors. Many evaluation reports recounted the organization of forums and dialogues with key stakeholders at global, national and community levels as the leading form of social mobilization.

Evaluation reports underscored UN Women's convening role, and its capacity to mobilize both high-level stakeholders and the voice of women through strong partnerships with women-led and civil society organizations. Whether supporting women's participation in global policy forums or creating opportunities for dialogue with local leaders at the community level, these spaces provided a platform for women to advance gender equality.

Evaluation reports highlighted the role of UN Women in the creation of action coalitions and alliances to drive social mobilization. The evidence showed that action coalitions and alliances responded to different contexts and circumstances but have advancement of gender equality at their core. Actors involved ranged from national and local governments to civil society organizations, the private sector, the UN system, academia, faith-based and community-based organizations, and marginalized groups, such as women workers, migrants and refugees, among others.

UN Women supported mobilization of communities around ending violence against women and entrenched social

norms that discriminate against women more broadly. There are references to increased confidence, empowerment and development of critical thinking among those mobilized, as well as increased cohesion and trust derived from creating shared spaces. Several evaluation reports pointed to the mobilization and coordination of UN partners, particularly around key dates, such as the 16 Days of Activism against violence against women; and for key processes, such as reporting to the Convention on the Elimination of All Forms of Discrimination Against Women Committee and participation in the Commission on the Status of Women.

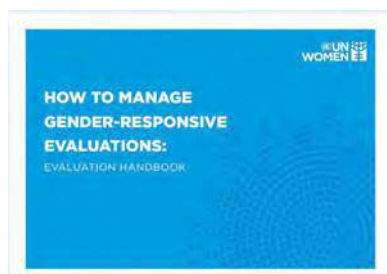
Support for participation in the Commission on the Status of Women highlights UN Women's social mobilization work through fostering engagement in policy dialogues among member states, civil society organizations and experts. UN Women also enhanced capacities for evidence-based advocacy among women's organizations; facilitated participation in the conference (and other inter-governmental processes); and organized relevant side events to discuss issues critical to the gender equality agenda.





UN WOMEN'S EVALUATION HANDBOOK

How to manage gender-responsive evaluation
(2022 Edition)



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Lessons learned

UN Women is firmly positioned as an advocate for gender equality and women's empowerment. Advocacy and communications initiatives amplify UN Women's key messages to reach a wider audience.

This is particularly evident when initiatives are thoughtfully planned and integrated into a more extensive programmatic approach or implemented as part of thematic components rather than being treated as "one-off" activities. Coordination with other activities can create potential synergies to produce more impactful results and influence positive social and behavioural change.

The documentation of success stories to influence and motivate others can also add value to advocacy and awareness-raising efforts, as evidenced by stories that have

encouraged women and girls to stand up and act against gender-based violence. Another lesson, when targeting women and girls as change agents for their empowerment, points to the importance of sensitizing men as partners in gender equality to avert the risk of reversing progress. Campaigns that are carefully designed and locally owned behaviour-change interventions can work even in the most challenging contexts, such as those facing endemic gender-based violence. Campaign time frames should not be short if aimed at transformative impacts on social norms.



Photo: ©UN Women/Satu Bumi Jaya

Online tools and digital initiatives are increasingly important in supporting UN Women's awareness-raising efforts and expanding outreach. Using innovative digital tools, UN Women adapted its awareness-raising activities to COVID-19-related challenges. However, these initiatives were not systematically reviewed and evaluated. To ensure high visibility for UN Women's work and engagement with a larger audience, UN Women should use digital tools and social media to tailor key messages to relevant audiences in local languages and involve national influencers.

There is limited tracking, monitoring and documenting of the progress and use of digital tools to ensure their effectiveness. Training also needs to be relevant to stakeholders and based on comprehensive needs assessments. Target beneficiaries should be consulted on training needs. In a few evaluations, stakeholders indicated that the content of training was too general, not tailored to the local context, or not offered in their preferred language. Proper translation of materials and tools should be available in relevant local languages, particularly when trying to reach beneficiaries in remote areas.

Establishing alliances with relevant actors is also essential. Initiatives are more likely to achieve their objectives through effective partnerships and collaboration. Community mobilization involves a wide range of community actors over an extended period; therefore, it requires engaging and supporting a diverse range of community members, groups and institutions, especially local leaders, to ensure broader community support.

Enabling factors

Strategic partnerships and alliances

Most evaluations indicated that the establishment of strategic partnerships with various actors such as government partners, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities facilitated the effectiveness of UN Women's awareness-raising initiatives, campaigns and social mobilization. Collaborating with these partners allowed UN Women to pool resources and expertise, creating a multiplier effect that enhanced the impact of advocacy and communication efforts. The involvement of community-based organizations, local champions, youth and gender equality activists as champions and gender equality advocates also proved effective in empowering women in marginalized communities to assert their rights.

Adaptive and comprehensive approach during the COVID-19 pandemic

The ability of UN Women initiatives to adapt to regional and national contexts, increasing their contextual applicability and usability, was cited as a critical strength of UN Women's advocacy and communication initiatives. These strengths were particularly evident during the COVID-19 pandemic. In some instances, this was achieved by continuing advocacy efforts through social media campaigns, online information sessions and radio broadcasts during the COVID-19 pandemic when national or local/community-based activities were paused or cancelled. In some countries, UN Women reallocated resources to develop policy briefs and guidance on gender-responsive COVID-19 responses.

Engaging influential leaders

UN Women was successful in engaging leaders from diverse and influential fields, such as academia, sports, the arts, the private sector, government and others, to serve as public advocates for change and to commit to concrete progress towards gender equality.

Creation of multi-stakeholder platforms for dialogue

The creation of multi-stakeholder platforms for dialogue or working groups was a new and more effective form of partnership. These laid the ground work for future collaboration and policies better tailored to women's needs; and were valuable for communication, outreach and mobilization.

Social will

Social will was identified as an enabling factor to support advocacy and communication efforts. Regional advocacy networks also enabled social mobilization by contributing to cross-regional learning and exchanging experiences among advocates.



Impediments

Lack of strategy/coherence with wider theories of change, or the absence of a well-planned programme approach

The absence of a strategy or alignment/integration into broader theories of change, or a programme approach without adequate planning, hindered advocacy and communication initiatives. When initiatives were ad hoc or a one-off event, this led to limited long-term or tangible results. Lack of coordination with other ongoing programmatic activities and legislative processes affected potential synergies to produce more impactful results that could influence positive social and behavioural change.

Limited consideration of local context

Insufficient consideration of local context, including language barriers and access to platforms and communication channels by vulnerable groups can limit UN Women's advocacy and communication efforts and further divert attention from its key messages.

Weak monitoring practices

The lack of a baseline to measure changes in awareness, attitudes and behaviours was identified as an impediment for assessing the effectiveness of advocacy and communication activities. Weak monitoring practices were highlighted as a hindering factor, emphasizing the need to better monitor and systematize information to assess whether change has occurred.

Photo: ©UN Women/Windmill



Photo: ©UN Women/Eduard Pagria



Opportunities for improvement and the way forward



Drawing on the evidence from evaluations, the following insights emerged as opportunities to further strengthen UN Women's capacities in advocacy and communications.

Place continuous focus on ensuring a coherent corporate approach and investment in advocacy and communications

At the corporate level, UN Women would benefit from developing a coherent corporate approach and establishing adequate regional capacity for communications and advocacy. The corporate approach should contribute to better align advocacy and communication activities with UN Women programmatic objectives and UN initiatives for long-term impact and tangible results.

It should set a path towards specific, clear, realistic and measurable advocacy and communications results that contribute to the fulfillment of UN Women's mandate. A "bottom up" approach that reflects the needs and priorities of UN Women field offices should be used in advancing UN Women's advocacy and communications initiatives.

Promote the development of monitoring and evaluation frameworks, follow-up mechanisms and sustainability/exit strategies for advocacy and communication initiatives

The lack of baselines to measure changes in awareness, attitudes and behaviours was identified as a limitation in assessing the effectiveness of advocacy and communication initiatives. Weak monitoring and evaluation frameworks, follow-up mechanisms, sustainability/exit strategies and lack of alignment with broader theories of change or a programme approach without adequate planning impede the full power of advocacy and communication initiatives.

Lack of coordination between country-level programmatic activities and advocacy and communication initiatives, and weak monitoring practices, affected potential synergies to produce more impactful results that influence positive social and behavioural change. Better planning, monitoring and coordination would help to strengthen UN Women's advocacy and communications efforts and to ensure links between advocacy and communications objectives and programme strategic results.

Adapt advocacy and communication initiatives to the local context, including using local language and appropriate communication channels

Language barriers and insufficient consideration of local context were also impediments to effective advocacy and communication initiatives. When conducting awareness-raising and social mobilization initiatives at the local level, UN Women should prioritize understanding of local cultural dynamics and potential sensitivities, and should also adapt its work to the local context, using the local language and local influencers for campaigns and awareness-raising activities. This will help navigate communication challenges and potential resistance.

Collaborating with local NGOs and organizations with in-depth knowledge of communities is also crucial in successfully delivering awareness-raising campaigns and promoting lasting positive change. This is especially the case for community mobilization, where engagement of local leaders and key local institutions, such as faith-based organizations, is crucial.

Prioritize using social media and mobile content to deliver effective advocacy and communication initiatives and ensure that the most vulnerable women can access them

Many evaluations confirmed that the use of social media is particularly effective for public awareness-raising. Social media platforms and remote communication tools improved coordination and communication and were perceived as good and easily replicable practices. More mobile-friendly content, which can be easily shared on social media, should be made available

on UN Women platforms, e.g. short videos, infographics and a picture gallery. UN Women should ensure that especially vulnerable women can benefit from advocacy and communication initiatives via these tools in the context of limited Internet access and mobile phone ownership by using radio campaigns, printed materials and door-to-door campaigns if needed.



Photo: ©UN Women Americas and the Caribbean

Establish further strategic partnerships with government partners, UN agencies, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities to pool resources and create a multiplier effect

A review of the sample evaluations revealed that the establishment of strategic partnerships with various actors, such as government partners, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities, and the development of new alliances was one of the critical factors

for advancement of the gender equality agenda. UN Women should expand its collaboration with various partners to pool resources and expertise by creating a multiplier effect that enhances the impact of awareness-raising and social mobilization efforts.

Scale up the development of digital initiatives to support advocacy and communication efforts

Digital initiatives aimed at supporting advocacy and communication, including videogames, podcasts and virtual platforms, enabled UN Women to reach more people, scale up activities and have more impact, often with fewer resources. Further investment in developing digital initiatives and using virtual platforms could potentially create more impact, attract new audiences, particularly youth, and effectively raise awareness and influence behaviour. Analytics tools can further support tracking impact and maximize reach and relevance. However, ensuring the meaningful access, uptake and effectiveness of these digital initiatives is essential.

Prioritize non-traditional advocacy and communication approaches, including sports, plays, music and theatre activities appealing to younger people and rural audiences

Evidence showed that innovative communication methods, including sports, plays, music and community theatre, were successful in reaching many young people and rural audiences. These activities effectively raised awareness, challenged stereotypes, provoked public debate and took gender equality issues to rural or more conservative communities. These approaches are especially valid in synergy with other awareness-raising interventions to change attitudes and social norms over a longer period.

Place long-term and sustained focus on advocacy and communications

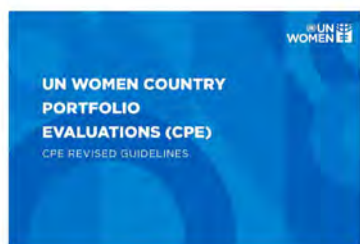
Changing attitudes and behaviours is political and takes time; therefore, it is crucial to sustain the focus on awareness-raising, campaigns and social mobilization for gender equality. Longer-term interventions not only raise awareness about gender-based discrimination and harmful practices but could also contribute to actual changes in attitudes and behaviours at the individual and social or community level in such a way that what was once accepted as normal, is replaced by more positive social norms. As positive social norms is one of UN Women's corporate expected outcomes, it is important to ensure sustained focus and support to bring about changes at these levels.

Photo: ©UN Women/Rash Caritativo



UN WOMEN COUNTRY PORTFOLIO EVALUATIONS (CPE)

CPE REVISED GUIDELINES
(2022 Edition)



Download the interactive PDF [here](#)



Photo: ©UN Women/Ryan Brown

Perspectives from Management

This article was developed based on the response of UN Women management to the meta-synthesis of UN Women evaluations on advocacy and communications.

UN Women appreciates and acknowledges the analysis and observations identified by the meta-synthesis on advocacy and communications. UN Women will continue to leverage its Strategic Plan 2022–2025, to define advocacy and communications priorities based on the plan's impact areas and systemic outcomes.

New communications leadership will work closely with the Policy, Programme and Intergovernmental Division and other relevant internal stakeholders to continue to:

- ➔ Systematize a coherent advocacy and communications approach across the organization which strengthens guidance and alignment with local priorities and agendas.
- ➔ Strengthen communications capacity in the field to support this alignment.
- ➔ Strengthen knowledge networks to promote the capture and sharing of promising practices, results and challenges, and analysis of annual corporate results and strategic planning

UN Women responded to the individual meta-synthesis opportunities in additional detail.

Place continuous focus on ensuring a coherent corporate approach and investment in advocacy and communications

Based on promising practices to be identified across the organization, UN Women will develop corporate guidance on designing successful advocacy campaigns and communications initiatives to advance UN Women's 2022–2025 Strategic Plan results. An updated Communications Strategy (2024) will identify opportunities for improved alignment between UN Women's advocacy, communications and policy and programmatic work, to be systematized within the next Strategic Plan. Policy, Programme and Intergovernmental Division and the Strategic Partnerships Division will work jointly with Regional Offices to strengthen functional and knowledge networks and enhance the capacity to advance UN Women's communication and advocacy efforts at all levels of the organization.

Promote the development of monitoring and evaluation frameworks, follow-up mechanisms and sustainability/exit strategies for advocacy and communication initiatives

UN Women will develop a corporate guidance note on designing successful advocacy and communication initiatives based on Regional and Country Office good practices that respond to the insights provided by the meta-synthesis. The guidance will be aligned with the UN Women Strategic Plan and Gender Equality Accelerators Theories of Change to support the articulation of transformative results that advance real changes in the lives of women and girls. The guidance will include different resources, tools and templates to promote quality standards in advocacy and communications across the organization.

Adapt advocacy and communication initiatives to the local context, including using local language and appropriate communication channels

UN Women will develop a corporate guidance note, including steps and criteria for Regional and Country Offices to contextualize global advocacy priorities and campaigns/tools through Strategic Notes and workplans based on good practices. UN Women will continue to strengthen the regional networks of communications specialists and focal points to support the adaptation of advocacy and communications initiatives to local contexts. UN Women will leverage communication expertise and partnerships with local organizations that understand the local culture.





Photo: ©UN Women/Leovigildo Nhampule

Establish further strategic partnerships with government partners, UN agencies, CSOs, private institutions, academia, gender equality advocates, religious groups and indigenous communities to pool resources and create a multiplier effect

UN Women actively develops new alliances with diverse actors and broadens its networks. UN Women will strengthen the focus on communications and advocacy partnerships with strategic multipliers in the updated Communications Strategy.

Prioritize non-traditional advocacy and communication approaches, including sports, plays, music and theatre activities appealing to younger people and rural audiences

UN Women leverages innovative tools, technologies and strategic partnerships through corporate initiatives such as HeForShe, UNiTE to End Violence against Women, to engage youth and rural audiences as appropriate to specific local contexts. UN Women documents and shares best practices on both non-traditional and digital initiatives to increase engagement and accessibility for diverse audiences.

Prioritize using social media and mobile content to deliver effective advocacy and communication initiatives and ensure that the most vulnerable women can access them

UN Women Global Communications is already implementing a digital and social-first approach, prioritizing cross-platform content to reach diverse audiences. UN Women will continue to develop innovative, mobile-friendly knowledge products and platforms to increase accessibility and outreach.

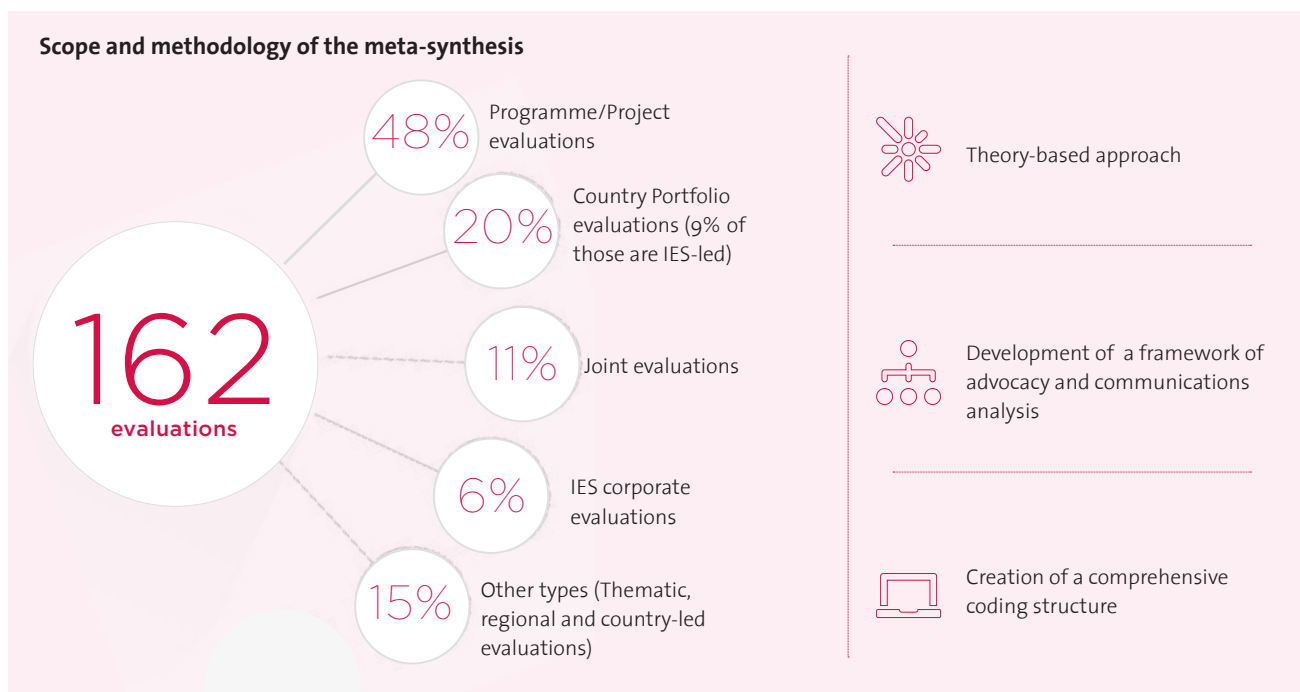
Scale up the development of digital initiatives to support advocacy and communication efforts

UN Women will continue its investment and efforts to prioritize innovative digital content, streamline platforms and pursue new formats and audiences. UN Women will continue working to consolidate UN Women's web presence to leverage resources, facilitate the scaling up of digital initiatives and ensure more efficient use of resources.

Place long-term and sustained focus on advocacy and communications

UN Women set strategic, long-term corporate advocacy and communications goals and approaches to raise awareness and impact policy change. UN Women analyses the Executive Director's Annual Report annual results to identify and document good practices at the country and regional level to capture, enhance and scale up interventions that work in advancing gender equality and the empowerment of women through advocacy and communications.

Comprehensive methodology for meta-synthesis



The meta-synthesis employed a detailed desk review of high-quality corporate, regional and Country Portfolio Evaluations conducted between 2018 and 2022 by IES and decentralized evaluations.

All evaluations with a GERAAS* (Global Evaluation Report Assessment and Analysis System) rating of “good” and above were included in the sample. The sample comprised 162 evaluations meeting these criteria, of which 123 were in English, 17 were in French and 22 were in Spanish.

The meta-synthesis used a theory-based approach to map and analyse the body of existing evaluative evidence by developing a framework of advocacy and communications analysis and creating a comprehensive coding structure, using NVivo software. This analysis focused on a subset of key advocacy and communications activities that have not yet been fully covered in recent meta-syntheses of evaluations to draw out challenges and lessons related to awareness-raising, campaigns and social mobilization.

Limitations

As with any meta-synthesis, the analysis and findings in this report are limited to the level and depth of insights provided in the evaluation sample. Certain types of advocacy and communications are covered more comprehensively in some evaluations than others, and the insights in these areas are richer and more nuanced. To the extent possible, the analysis takes this caveat into account when mapping the evidence.

*Through GERAAS, all completed evaluations within UN Women are independently assessed, and the rating and review feedback are posted in UN Women’s publicly accessible database, the Global Accountability and Tracking of Evaluation Use (GATE).

What methods and tools are available to advance gender-responsive evaluation?

What can we learn from successful gender-responsive evaluation approaches?

How can we empower rights holders and maximize their participation?

GOOD PRACTICES IN GENDER-RESPONSIVE EVALUATIONS



A collage of various covers of the TRANSFORM magazine, featuring diverse individuals and community scenes, set against a blue background. The covers show a mix of portraits, group photos, and community activities, representing the magazine's focus on social justice and community development.

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