Integrating Gender in Programming: CARE’s Gender Marker Experience
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What is the CARE Gender Marker?

- Tool to assess the **level of integration of gender** into CARE’s work – at all stages – including the strategy, design, implementation, and measurement – across 5 domains
  - Gender roles & relations
  - Analysis
  - Activities
  - Participation
  - MEL
- The Gender Marker is used for all of CARE’s work – spanning the **humanitarian to development continuum** – as a learning and accountability tool
What CARE is learning about the Gender Marker

- Quantitative data is a critical feature but over-emphasis on grades detracts from learning
- Self-assessment is practical but carries risk of grade inflation
- Opportunity for Marker to generate awareness, dialogue, learning, and program improvement is high; however, further guidance needed to support use of Marker as a learning and reflection tool vs. ‘tick box’ exercise
- Use of the gender marker throughout the project lifecycle is critical for continuous learning and program quality improvement
- Scoring is simple; but hard to track nuanced improvements and identify specific gaps
- Accessibility and simplicity of Gender Marker to diverse end users (particularly non-gender specialists) is valued and critical for uptake; however, there is a need to reflect more intersectionality and non-binary representation of gender
Where do we go from here?

• When assessing gender integration in programming – how do we best navigate between simplicity and complexity?
  • How can the Gender Marker (and similar tools) be structured to yield more specific scoring and insights around gender integration in programming and meet myriad end users where they are?
  • How can intersectionality be reflected such that the Gender Marker (and data from it) can be used to address gaps and opportunities in program quality and meet myriad end users where they are?
Find out more:
CARE’s Gender Marker Categories:

- Challenging gender roles & relations
- Analysis
- Activities
- Participation
- M&E Systems
## CARE Gender Marker Case Studies

<table>
<thead>
<tr>
<th>Actor</th>
<th>Application</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARE Nepal</td>
<td>Train Earthquake Response Team on GM</td>
<td>• SADD data collected;</td>
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<td></td>
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<td>• Shelter staff engaging women in construction;</td>
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<tr>
<td>CARE France</td>
<td>Grade all proposals with the GM</td>
<td>• Formal commitment not to submit proposals graded “0” to donors</td>
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<tr>
<td>CARE Fiji</td>
<td>Train local response partners on the GM</td>
<td>• Increased local partners’ understanding of gender integration</td>
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<tr>
<td>CARE Canada</td>
<td>Grade hum. proposals with GM Use data to assess project scores</td>
<td>• Established baseline GM score</td>
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<td></td>
<td></td>
<td>• Encouraging discussion</td>
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<td></td>
<td></td>
<td>• Capturing Gender Work</td>
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<tr>
<td>CARE USA</td>
<td>Retrospective study of proposals using GM</td>
<td>• Established baseline GM score</td>
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<td></td>
<td>• Planned gender integration guide</td>
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<td>CIUK</td>
<td>Require GM score for proposal sign-off</td>
<td>• Increased technical dialogue</td>
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<td>• Established performance targets</td>
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CARE’s Gender Marker Visualization Platform

Gender Marker Progression FY15-FY18

Select a project type, location, and/or CMP to see a comparison of the proportion of projects by gender marker score for FY15, FY16, FY 17 and FY18

3849 Number of Projects

Projects meeting this criteria
- Projet d’Autonomisation et d’Intégration des Refugies
- Behavior Change Communication (BCC) Package
- COSACA drought and Food Insecurity response
- Epidemic Control and Reinforcement of Health Sector
- S Advisor The ARSiated Network for social Awareness

<table>
<thead>
<tr>
<th>Outcome Area(s)</th>
<th>FY 15</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
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<tbody>
<tr>
<td>FNS</td>
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Type of project
- Both
- Development
- Humanitarian

Region
- ARMU
- ECSA
- LAC
- MENA
- North America
- WARMU

Country
- Afghanistan
- Albania
- Armenia
- Australia
- Austria
- Azerbaijan
- Bangladesh
- CARE Australia
- CARE Canada
- CARE Czech Republic
- CARE Danmark
- CARE Deutschland-Luxemburg

CMP
- (Blank)
Gender Marker Data Visualization

Gender Marker PowerBi:
https://app.powerbi.com/view?r=eyJrIjoiMzg0MjhmZDEtOTk2Zi00NjUwLWI1M2YtNmY1MjhmOGNiYzMyIiwidCI6ImU4MzIzM2I3LTQ4MTMtNGZmNS04OTNmLWY2MGY0MDBiZmNiYSIslmMiOjh9
New! Gender Marker Guidance

New Gender Marker guidance shares tips and practical examples on:

• Terminology;
• How to assess projects;
• Using gender marker as a learning and reflection tool.

Available on CARE Insights:

• English
• Arabic
• Spanish
• French
There’s More! Gender Marker Guidance and Resources

Forthcoming mini-guides on how to operationalize:

• Analysis
• Activities
• Participation
• M&E (almost finalized)