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Case study report: Egypt

**Final evaluation of UN Women’s regional MENA programme: ‘Men and Women for Gender Equality’**

13th April 2022

Submitted by Douaa Hussein, with Itad

Credit: ‘A young woman looking out over North Africa’ – David Walker

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Acronyms

BIAM Because I am a Man

CAB Country Advisory Board

CAPMAS Central Agency for Mobilization and Statistics

CBO Community-Based Organisation

CEDAW Convention on the Elimination of All Forms of Discrimination against Women

CSO Civil Society Organisation

ECO Egypt Country Office

EMB Engaging Men and Boys

FGD Focus Group Discussion

FGM Female Genital Mutilation

GBV Gender-Based Violence

GEMS Gender-Equitable Men’s Scale

GTP Gender Transformative Parenting

GEWE Gender Equality and Women’s Empowerment

IMAGES International Men and Gender Equality Survey

KII Key Informant Interview

LNOB Leave No One Behind

MENA Middle East and North Africa

MOSS Ministry of Social Solidarity

MoYS Ministry of Youth and Sports

MWGE Men and Women for Gender Equality

NCCM National Council for Childhood and Motherhood

NCW National Council for Women (Egypt)

NGO Non-Governmental Organisation

OECD DAC Organisation for Economic Co-operation and Development’s Development Assistance Committee

PWD Person With Disability

ROAS Regional Office for the Arab States

Sida Swedish International Development Cooperation Agency

SN Strategic Note

SP Strategic Plan

ToC Theory of Change

TOT Training of Trainers

UNFPA United Nations Population Fund

UNICEF United Nations Children’s Fund

UNPDF UN Partnership Development Framework

UN Women United Nations Entity for Gender Equality and Empowerment of Women

USAID United States Agency for International Development

VAWG Violence Against Women and Girls

Background and Context

This country case study report is part of the final evaluation of the United Nations Entity for Gender Equality and Empowerment of Women’s (UN Women’s) regional programme ‘Men and Women for Gender Equality’ (MWGE), which was implemented in six Middle East and North Africa (MENA) countries between the years 2015 and 2022, with funding by the Swedish International Development Cooperation Agency (Sida). The programme aimed to improve understanding of the root causes of gender inequalities in the Arab States, and to address these through a bottom-up approach to catalyse social norm change. It was implemented in two phases: Phase I from 2015 to 2019, with a budget of USD 10,386,500; and Phase II from 2019 to 2022, with a budget of USD 10,839,690. An independent end-term programme evaluation was commissioned by UN Women. This country report presents specific evaluation findings and recommendations in consideration of the Egyptian context.

|  |  |  |
| --- | --- | --- |
|  | **Phase I (2015–2019)** | **Phase II (2019–2022)** |
| **Outcome statements** | Outcome 1: CSOs and other actors contribute towards legislative and policy change through evidence-based advocacy  Outcome 2: Civil society, including new and emerging movements, promotes gender equality effectively  Outcome 3: Communities engage in developing solutions to promote gender equality based on innovative approaches and best practices[[1]](#footnote-2) | Outcome 1: Communities have more gender equitable behaviours  Outcome 2: Key regional and national institutions (government, academia, faith-based institutions, media) and regional networks integrate/promote gender responsive practices  Outcome 3: Laws, policies and strategies promoting gender equality are drafted, revised and/or approved[[2]](#footnote-3)  Outcome 4: Effective management and coordination of programme |

Egypt has achieved significant progress on the women’s empowerment agenda in recent years, and the Egyptian Constitution has provisions asserting women and men’s equality and rights. Four national strategies for women’s empowerment have been developed: the National Strategy for the Empowerment of Egyptian Women 2030 (2017); the Strategy to Combat Violence against Women (2015–2020); the Strategy to Combat Female Genital Mutilation (2016–2020); and the Strategy for Prevention of Child Marriage (2014). The government has made amendments to the laws on marriage, nationality, divorce, sexual harassment and inheritance, and women are well represented in ministerial posts and in the parliament. These strategies and laws have enhanced women’s rights in Egypt; however, traditions and social norms hinder the effective practice of these rights. Egypt has ratified the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) (1981) and adopted the Beijing Platform for Action (1995). in 2021, Egypt issued its National Human Rights Strategy with dedicated chapter on women’s rights.

These strategies and laws have been accompanied by a wide range of government decisions, procedures and initiatives to ensure coherent efforts to advance women’s empowerment and gender equality. For instance, in the framework of financial inclusion, the Central Bank of Egypt set a global precedent by signing a Memorandum of Understanding (MoU) with the National Council for Women (NCW). Village Savings and Loans Associations (VSLAs) have been established with the support of the government as financial savings schemes allowing women to save and increase their financial capital and starting their own micro projects. The framework of financial inclusion has been supported by a social norms media campaign to shift attitudes and enhance financial knowledge and culture.

The Ministry of Social Solidarity has launched a conditional cash transfer programme “Takaful and Karama” with the aim of “increasing women’s control over decision making, improve economic productive inclusion, increase financial inclusion of women and reduce violence against women.”[[3]](#footnote-4) The country’s largest Developmental mega-programme "Hayah Karima/Decent Life" was launched in 2021, targeting 58 million beneficiaries, 50% of whom are women. Egypt was also the first country to launch a policy tracker to monitor how well policies and procedures respond to women’s needs during the COVID-19 Pandemic”.

According to the MENA regional International Men and Gender Equality Survey (IMAGES) which was conducted during Phase I of MWGE, of which Egypt was a part, men nonetheless were resistant to women working outside the home and to their participation in aspects of political and public life, but that “men are [also] more involved in childcare than housework, and would like to do more.” Of the men surveyed, 44% stated wanting to have the option of paternity leave. Other key findings include:

74% of men and 93% of women surveyed in Egypt supported equal pay for equal work,

77% of men and 89% of women surveyed in Egypt agreed that men and women of equal qualifications should enjoy equal job opportunities,

55% of Egyptian men surveyed accepted having female bosses, but

men also believe that it is their role to monitor and control the movements of the women and girls in their households, and women also appear to accept male guardianship.

Egypt‘s rank in the 2021 Global Gender Gap Index[[4]](#footnote-5) has been improved 129th among the 153 countries covered, compared to its previous rank of 136 in 2015,[[5]](#footnote-6) when MWGE was launched, and 134th in 2017.[[6]](#footnote-7) At the level of political participation, Egypt was among the three countries that closed the gap in political empowerment between 20% and 22.7% in the 2021 Global Gender Gap Index.[[7]](#footnote-8) Nevertheless, the same report also identified Egypt as being amongst the seven countries that have the lowest participation rates of women in the labour force globally, affecting equality outcomes at the leadership and managerial positions. This is also reflected in World Bank statistics, which recorded a women’s labour force participation rate of 18.6 % in 2021.[[8]](#footnote-9)

Nevertheless, at the level of violence against women and girls (VAWG) and harmful practices are widespread in Egypt. Female genital mutilation (FGM) is highly pervasive – at the rate of 92% among women and girls between the ages of 15 and 49.[[9]](#footnote-10) Notably, there is a reduction in the FGM rates among young girls aged 0–17. Instances of child marriage occurred with 1 in 5 girls, while an estimated 13% of young women face sexual harassment in public spaces on a yearly basis.[[10]](#footnote-11) 18.6% of ever-partnered women and girls were subjected to physical and/or sexual violence by an intimate partner in the previous 12 months.[[11]](#footnote-12) The 2014 Demographic Health Survey reports that more than one-third (36%) of ever-married women aged 15–49 have experienced physical violence.[[12]](#footnote-13)

Assessments by the National Council for Women (NCW) and development partners in Egypt concluded that VAWG, and fear of it, had increased owing to the COVID-19 pandemic and associated lockdowns.[[13]](#footnote-14) The pandemic adversely affected the incomes of 72% of households. Violence among families increased by 19%, and 11% of women had been exposed to spousal violence in the last seven days. Women spent 51% more time doing housework, 61% more in childcare and 9% more in studying.[[14]](#footnote-15)

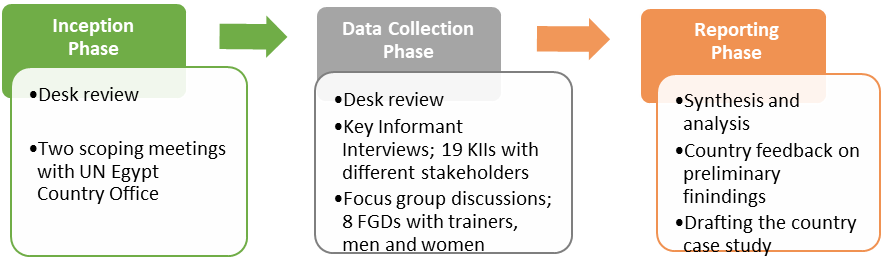
While school activity has returned to normal at the time of writing, the COVID-19 pandemic and associated disruption has created a new reality for business practices, access to services, work and learning. This ‘new normal’ forges a new path for sustainable development, with varied repercussions as regards gender issues.[[15]](#footnote-16)

Scope and Purpose

The purpose of the evaluation was to assess the performance of the regional MENA programme MWGE in advancing gender equality in the target countries. The findings will be used to inform future programmatic decisions, organisational learning and accountability, as well as to strengthen UN Women’s strategies to transform negative behaviours and challenge discriminatory social norms, including through the engagement of men and boys. Besides Egypt, the evaluation covered Jordan, Lebanon, Morocco, Palestine and Tunisia, as well as regional-level interventions. It covered both phases of the programme implemented between 2015 and 2022- – with a deeper focus on Phase II.

Research Methodology

This evaluation assessed the MWGE programme using four of the Organisation for Economic Co-operation and Development’s Development Assistance Committee (OECD/DAC) criteria[[16]](#footnote-17) (relevance, efficiency, effectiveness and sustainability), in addition to the criteria of gender and human rights. The evaluation used secondary data through review of available documents, in addition to primary data collected through key informant interviews (KIIs), focus group discussions (FGDs) and an online survey for civil society organisations (CSOs). Using a set of 9evaluation questions corresponding to the aforementioned criteria, 19 people in total were interviewed, capturing a wide perspective of stakeholders in Egypt. The evaluation was conducted between August 2021 and March 2022 and the inception report was submitted in November 2021.



1. Evaluation phases for Egypt

Limitations

This evaluation took place during the COVID-19 pandemic, limiting the access to the stakeholders as well as face-to-face discussions. Interviews with Ministry of Youth and Sports (MoYS) and NCW representatives on Because I am a Man (BIAM) were not possible. The evaluation team encountered some limitations while preparing for the FGDs, e.g. the Youth Association in *Manshiet Nasser* was changed to *Sohbet Kheir* in Sohag, as agreed with UN Women. The community-based organisations (CBOs) encountered difficulties with logistical arrangements for the FGDs; while the target was reached, there was a slight under-representation in number (58 reached as against a target of 80 for gender parity).

Strength of Data

Findings are colour-coded to indicate strength of evidence; this is not a judgement of whether a particular objective was met, nor is it a performance indicator.

* **Evidence** reflects data gathered from multiple sources such as desk review, FGD and KII with key stakeholders engaged in the programme (good triangulation).
* **Evidence** comes from multiple data sources (good triangulation) of lesser quality, or the finding is supported by fewer data sources (limited triangulation, e.g. documents from or KIIs with only one stakeholder category) of decent quality.
* **Evidence** comprises few data sources across limited stakeholder groups (limited triangulation) and is perception-based, or is generally based on data sources that are viewed as being of lesser quality.

I: Relevance

The MWGE programme is congruent with the national priorities of Egypt. The programme has used evidence-based research and formative studies, along with consultations with partners, to align interventions with the priorities and needs of the different target groups. However, formative and assessment research needs to be mainstreamed as a methodology before starting community interventions to address multiple forms of discrimination and intersectionality.[[17]](#footnote-18)

EQ 1. To what extent are UN Women’s MWGE interventions aligned with regional and country contexts and addressing the priorities of stakeholders?

**Finding 1.1:** **The programme aligns well with the priorities set out in the Egyptian Constitution and the national strategies on gender equality, protection from all forms of violence and human rights.**

MWGE is highly relevant to Egypt’s national priorities as set out in the Egyptian Constitution and National Strategies.

MWGE’s goals and outcomes that focus on equitable rights and opportunities are aligned with the Egyptian Constitution to achieve equality between women and men in all civil, political, economic, social and cultural rights.[[18]](#footnote-19) The programme was also in alignment with the Constitution’s commitment to protect women against all forms of violence and to provide care and protect motherhood and childhood.[[19]](#footnote-20)

The MWGE programme was strategically aligned with the National Strategy for the Empowerment of Women 2030. The Strategy regards women’s empowerment as a collective responsibility that concerns stakeholders, men and boys. It also realises that success in addressing gender equality and discrimination issues depends on the active participation of all social groups, especially men and boys, besides all State institutions.[[20]](#footnote-21) Following the political changes in 2014, the year before the start of the MWGE, the programme ensured a strategic fit into newly developed national strategies and fast-changing social momentum in Egypt. Egypt’s Sustainable Development Strategy ‘Vision 2030’ and the National Strategy on the Empowerment of Egyptian Women, adopted in 2017, were being formulated at the time the MWGE programme was starting. This helped to integrate and spell out the engagement of men and boys in the Strategy, together with NCW.[[21]](#footnote-22)

‘It worked to the advantage of the programme that the project started when the Egypt 2030 agenda strategy document was being formulated. They claimed a space in getting the engagement of men spelled out in the strategy/council for women. 2017, the year when the IMAGES research was launched, was also the year announced by the President as a year for Egyptian women, giving the research more visibility and importance’. (Egypt KII 2)

Further, MWGE is aligned to the National Human Rights Strategy (2021),[[22]](#footnote-23) mainly related to the third focus area on human rights of women, children, people with disabilities, youth and the elderly.

MWGE also responds to the impact area ‘Women and girls live a life free from violence’, identified by Egypt Country Office (ECO) Strategic Note (SN) of UN Women’s Strategic Plans (SP) 2018–2021;[[23]](#footnote-24) and the UN Partnership Development Framework (UNPDF) with the Government of Egypt for 2018–2022, with specific reference to outcomes of social justice and women’s empowerment.[[24]](#footnote-25)

**Finding 1.2:** **The design of the programme’s interventions was based on consultations with NCW, non-governmental organisations (NGOs) and CBOs through participation assessments and validation of research findings. However, the decision-making process was lengthy for some components, and some elements were considered sensitive.**

NCW has been the strategic partner engaged in the design, planning and implementation of the MWGE programme since its onset. Interviews confirmed that there was extensive consultation with NCW throughout Phases I and II on e.g. research and adaptation of knowledge products to the Egyptian context for advocacy**.** The IMAGES survey, conducted at the outset of Phase I, was reviewed by the Strategic Consultative Group". Findings were verified through a steering committee headed by NCW and UN Women With representation from government entities, academia, civil society, Al Azhar, and the UN. To align with cultural norms, some elements of the research activities were removed; for example, an female genital mutilation (FGM) module was added. The full report for Egypt was not launched, rather a Key Findings Report was launched with the Government of Egypt and the findings from this, as well as the broader regional IMAGES survey, are regularly used by the Government.[[25]](#footnote-26)

In Phase II, the programme has also established the Country Advisory Board (CAB) as a forum for ‘policy advice and political support’ with the government and key stakeholders.[[26]](#footnote-27)

The knowledge products generated by the programme passed through a consultation process that engaged relevant stakeholders, such as in the case of the “Youth Advocacy Toolkit,” the content and adaptation of which was discussed and reviewed by an advisory panel reviewing in a consultative process.

*‘We were involved in consultation during the adaptation stage of the youth tool kit, in several stages: desk review of the regional tool kit, adaptation, review expert panel, TOT [Training of Trainers], rolling out through 20 initiatives in 10 governorates and institutionalization. Meanwhile, CDS had the chance to present the process and results during the meeting with MWGE’s Advisory meeting [sic]’. (Egypt KII 3)*

The different consultation processes reflect close national engagement by NCW and the Egyptian Government, which was essential, despite resulting in more preparatory and clearance time for knowledge products than originally anticipated regionally. Throughout, the programme management tried to stay flexible in order to ensure the alignment, ownership and sustainability of end results, as confirmed by interviews.[[27]](#footnote-28)

At the time of Phase I, working directly with CBOs would have resulted in extensive delays given the political situation. As such, the programme contracted CARE, which as an international NGO, was able to reach CBOs directly and in a timely manner.[[28]](#footnote-29). This relationship began in Phase I and continued to the initial stages of Phase II.

‘We have engaged CBOs in [a] consultation process to identify priority issues during the proposal writing stage and then during the re-planning of interventions as a result of the pandemic’. (Egypt KII)

**Finding 1.3:** **Programme design was highly informed by the IMAGES study, setting the ground for the Phase I and II framework. Nevertheless, community interventions indicated a need for formative research at the local level.**

MWGE programme interventions were based on research and assessments that provided an understanding of contexts and identified entry points and opportunities. This also ensured ownership at national level and an adequate response to underlying gender inequality issues from childhood to adulthood. The IMAGES situation analysis provided a solid base for guidelines for interventions in Phase I, including tailoring the far-reaching advocacy campaigns, notably the BIAM campaign to the Egyptian context.

The community-based interventions were implemented by CSOs, supported with sub-grants, capacity building and training material on masculinities.[[29]](#footnote-30)

While IMAGES in Phase I and the baseline in Phase II guided the interventions during the remaining lifetime of the programme and consolidated the bottom-up approach, community initiatives and advocacy campaigns were not able to be backed up by localised contextual formative research – to help identify influential factors towards social norms and behavioural change, as well as to identify priority issues and the size of the problem for community advocacy campaigns.

‘In Qalyoubia governorate, during Phase II, Al Shabab CBO identified early marriage as their key advocacy issue at first. Then CARE, in consultation with CBO, replaced early marriage [with] parenting leave, based on cases of fathers facing challenges in taking care of the wife and baby registration’. (Egypt KII 6)

Over the course of the implementation, particular issues emerged which required further work in terms of achieving broader change on social norms and practices. For instance, FGDs and interviews with the CBO and facilitators in Sohag revealed that while targeting men and women is key to addressing domestic violence, there is a need to target other family members as well, such as mothers-in-law and brothers-in-law, to sustain changes in gender roles, address the role of men and gender-based violence (GBV), but also harmful practices such as preferential treatment of sons over daughters in allocating daily meal portions (community initiative ‘Qawarir’, Phase I).[[30]](#footnote-31) Also, for rural audiences, social media was not seen by the FGD participants as being as effective a tool as more traditional outreach methods.[[31]](#footnote-32) These issues could have been identified through localised formative research prior to the design of the community interventions.

However, the formative research that was carried out to inform the manual and design of activities related to the Gender Transformative Parenting (GTP) is a good example on how formative research could help tailor messages and material of the manual

EQ 2. To what extent did UN Women’s MWGE programme adapt to respond to changing contexts?

**Finding 2.1:** **UN Women ECO showed fast and adequate responsiveness to the consequences of the COVID-19 pandemic, adjusting the focus of the MWGE programme in terms of financial allocations, prioritisation of activities and implementation modalities, although this affected the inclusion of some of the targeted groups and institutions.**

Since the onset of the COVID-19 pandemic in March 2020, UN Women was fast in its response, adaptation and flexibility, while ensuring the MWGE programme continued to be fit for purpose. On the national level, the Government of Egypt was one of the first in the world to issue a national policy paper on the country’s “Rapid Response to Women’s Situation during the COVID-19 Outbreak”, followed by the national level tracking of gender-responsive measures. The UN Women CO in Egypt collaborated with UNICEF in collecting rapid survey to collect data on the socio-economic effects of the pandemic on women and children.[[32]](#footnote-33) Programme face-to-face activities were put on hold, and the umbrella NGO and ECO modified implementation modalities to include door-to-door awareness and virtual alternatives where applicable, noting that UN Women showed flexibility to meet the arising modifications to implementation modalities.[[33]](#footnote-34) The focus was put on building CBOs’ capacities on ICT and digital literacy. In doing so, a quick assessment of the technological capacities of CBOs was carried out, which resulted in providing a package of equipment, coupled with training for CBO staff on the use of Zoom and Teams applications.[[34]](#footnote-35) Some programme funds were reallocated to cater for the digital needs necessary for the resumption of activities. Target participants were oriented on the use of online communication tools, and an opportunity was created to address the whole family with trainings.

The implications of COVID-19 on target groups are added in a separate section to the Youth Advocacy Toolkit,[[35]](#footnote-36) as well as in the formative research on Program P.[[36]](#footnote-37)

‘The CBO changed the content of the awareness sessions to short films and uploaded on Facebook and WhatsApp. Offline activities through cooperating with local entities who have large rooms and halls to ensure the social distances. We ensured gathering is done in open air venues such as the youth centres and parks’.[[37]](#footnote-38)

However, there were limitations to programme implementation in the COVID-19 crisis, such as the exclusion of communities with poor Internet infrastructure. Urban areas were targeted instead of rural ones, and private schools instead of public ones. Online interventions may have had a lower impact on the behavioural change of beneficiaries than face-to-face initiatives would have. Also, many beneficiaries from whom baseline survey data was initially collected to evaluate the impact of CBOs’ interventions stopped being beneficiaries of the programme, reducing the number of beneficiaries for the endline surveys.[[38]](#footnote-39)

**Finding 2.2: MWGE‘s Gender Transformative Parenting (GTP) programme, implemented in Phase II, evidently responded to an unmet need within the Egyptian context. The GTP was nationally owned and shaped, with meaningful engagement by government partners, despite the pull-out of Promundo**[[39]](#footnote-40) **at the start of Phase II.**

Prior to implementing Phase II, the Egypt UN Women CO had requested changes to the Program P methodology which Promundo did not agree to. In consultation with ROAS and Promundo, the Program P methodology was rolled out in other countries and a Gender Transformative Parenting (GTP) approach was developed for Egypt.[[40]](#footnote-41) On a positive note, this meant that the programme was able to tailor the content to the national context through introducing an alternative model looking at the family as a whole instead of fatherhood.[[41]](#footnote-42) NCW endorsed the GTP programme and supported its wide implementation, aiming to challenge stereotypical gender norms and promote more equal roles for women, men, girls and boys. A parenting manual was developed – based on globally and regionally available parenting materials and the Egyptian context – in coordination with NCW, international and national experts and Wellspring as an implementing partner, delivering in-person TOT and rollout 24 camps with 120 families from Cairo, New Damietta, Menya and Alexandria. NCW and MoYS showed interest in integrating the GTP manual into their existing and future programming.[[42]](#footnote-43) NCW and MoYS disseminated the manual and the outcomes of the pilot and expressed commitment for further roll out and institutionalization of the manual and the methodology by using the MOYS’ youth centers and NCW’s presence across all governorates of Egypt.

EQ 3. What is the comparative advantage of UN Women in leading the MWGE programme?

**Finding 3.1: UN Women is a strategic partner of the NCW, the national machinery for women’s empowerment in Egypt, with long-standing collaboration prior to and during the MWGE programme. In partnership with the NCW, UN Women directly engaged the MoYS, thereby allowing for stronger ownership of the programme and sustainability of its results.**

The fact that UN Women is able to bring government (NCW and MoYS) officials to support building the capacities of young men and women from the two entities to advocate for gender equality and the engagement of men is unique and paves the way for buy-in and scale-out across the country.[[43]](#footnote-44)

As the national partner of this programme, NCW recognises the role of UN Women in facilitating the adoption of engagement of men as an approach to consolidate the work on gender equality which is incorporated in the work, using the regional campaign of BIAM as well as buy-in to integrate the GTP strategy into NCW’s and MoYS’ future programming.

UN Women supported CARE and the CBOs with resources and technical advice, and provided the teams with case studies, knowledge and connections to initiatives taking place in Egypt. UN Women supported the formation of expert panels and national consultations for the review of the Youth Advocacy Toolkit, the GTP parenting manual and the media monitoring toolkit, along with a series of thematic round tables.[[44]](#footnote-45)

EQ 4. How relevant were the programme intervention logic and Theory of Change (ToC)?

**Finding 4.1: The Intervention logic of Phase II is valid and aligned with the country context, though include isolated interventions with insufficient linkages among the levels of change.**

In Phase I, MWGE was able to set the scene for the programme through producing evidence-based research incorporated in the IMAGES survey, resulting in adopting the approach of engagement of men at NCW level through the BIAM national campaign, and engaging with men through cultural, sports and arts activities that reinforced the campaign messages.

This was conducted in parallel with community interventions built on IMAGES that focused on gender equality, GBV, capacity building of CBOs, followed by project formulation and implementation at the local, along with men’s engagement in training and awareness-raising initiatives.

In Phase II the programme set three levels of change: micro level (that works on gender-equal behavioural and social norms change at the community level); meso level (key institutions commit to gender equality); and macro level (geared to bringing change at policy level through advocacy campaigns).

Introducing positive fatherhood as an approach and entry point to engage men and enhance the understanding around gender roles and rights proved to be relevant to local communities’ context (micro level). Meanwhile, NCW (meso level of change) adopted the family approach through the GTP to enhance gender equality within the family.

Interventions targeting faith-based institutions (meso level) were piloted but not systematically linked with other activities or levels of change**.** A pilot fatherhood camp was run religious leaders from Beit El Eila which heled inform the GTP manual development process. Work was done with Musawah at the regional level with a faith-based advocate from Egypt, but this was not linked to the work with Beit el Eila. The programme also worked at the meso level with the private sector, mainly through training for sensitisation on men’s engagement, gender equality during Phase I and parenting during Phase II, but with no linkages to other levels.[[45]](#footnote-46)

The work on laws relating to parenting leave was an area that needed more research, campaigning and advocacy, resources and political will as preconditions to allow for a path of change (assumption 2).[[46]](#footnote-47) The NCW was part of the national dialogue process on this issue, and under MWGE, the CBO EL Shabab took this up as an advocacy issue, organising a petition, collecting signatures and lobbying parliamentarians they had connections to. However, the draft law became stalled in parliament, MWGE did not have the leverage to further the process, and the CBO advocacy efforts lost momentum.[[47]](#footnote-48) Interviews with NGO and CBOs show that working on national advocacy needed much time and resources as well as support by stakeholders.[[48]](#footnote-49) A new Labour Law was however passed in 2021 which increased parental leave, adding one day of parental leave, but this was not a direct result of MWGE activities (see also Finding 5.4.). Key advocacy points have however been taken up by the UN Women/ILO joint programme on decent work, and have been used for advocacy with a wider policy audience, such as the Ministry of Education.[[49]](#footnote-50)

II Efficiency

The efficiency of MWGE is determined by a number of factors, including regional coordination that proved to be useful. In terms of human resources, the CO and umbrella organisation were of the opinion that allocated resources were insufficient, even if staffing resources are higher in MGWE than in other regional programmes. The monitoring system, though good, could not capture other elements in the process of social change. Implementation was constrained by the tight time frame, that proved to be disproportional with complexity of seeking to change social norms change, and the sheer size of the country’s population meant that the percentage who could be reached under the allocated budget remained small.

EQ 6. Has MWGE been efficient, achieving high-impact work in a cost-effective way, while using processes and systems to enable sufficient resources to be made available in a timely manner to achieve planned results?

**Finding 6.1: The regional nature of the programme had varying levels of advantages for Egypt in terms of accessing a regional monitoring system, regional learning events and coordination and consultation mechanisms.**

The regional nature of the programme had advantages in terms of providing regional tools and knowledge products that saved time and effort. Through cross learning and cross-utilisation of tools, methodologies and approaches, country-level expertise and best practices could be shared regionally between implementers. Specific reference was made to IMAGES, the monitoring tools and the Youth Advocacy Toolkit,[[50]](#footnote-51) and regional meetings of national coordinators contributed to sharing experiences and working as one team.[[51]](#footnote-52) On the other hand, consultation with and support from the Regional Office for the Arab States (ROAS) was useful for the programme and for the CO, especially in terms of cross-learning and using regional tools. Also, as the government has a strong stand on national ownership, ROAS could back up the CO and when findings were seen as sensitive, as these could be embedded in broader regional comparisons.[[52]](#footnote-53)

**Finding 6.2: Financial and human resources of the MWGE programme in Egypt were not adequate for the programme’s interventions, affecting the continuation of working with youth and consolidating the work on GTP and advocacy.**

While the programme in Egypt has allocated 36% of the total budget to working with youth and 29% to focus on the area of men’s care-giving and engaged fatherhood,[[53]](#footnote-54) both areas are still in pilot phases and need more work to scale up in terms of expanding to other geographical areas and beneficiaries and consolidating the adaptation, given the wide scale of geographical areas and size of the population of Egypt.[[54]](#footnote-55) Data from the Egypt CO show that the delivery rate was 91.91% and the utilisation rate was 98.37% on 31 December 2021, while the programme is proceeding towards its end.[[55]](#footnote-56)

The umbrella organisation CARE also was of the opinion that the number of staff working on the programme was insufficient under their partnership with UN Women.[[56]](#footnote-57) Three people were dedicated for the programme: a project manager, an accountant and a field supervisor. Working through Zoom and Teams was one of the mitigation measures that helped CARE, the umbrella NGO, to save time and effort to monitor and coordinate activities.[[57]](#footnote-58)

As with the umbrella NGO, the staff structure established at CBO level comprised a project manager, an accountant and a field supervisor. CBOs found it tight, and this was also true of the budget allocation for both activities and human resources.[[58]](#footnote-59)

‘To compensate [for] staff shortage, we rely on volunteers during the implementation of activities on [the] ground’. [[59]](#footnote-60)

**Finding 6.3: At programme level, the monitoring system is good but lacks tools to capture resistance, impact on peers, social norms and advocacy campaigns.**

The regional monitoring system is good in terms of providing unified tools to measure attitude and behaviour through employing the Gender-Equitable Men’s Scale (GEMS) used during baseline and endline assessments.[[60]](#footnote-61)

‘This is the exhausting part of the programme, but for a good reason. This is one of the few programmes that has solid indicators for social and behaviour change. […] The staff gather the information and capacitating [enable] the partners in order to report back. It pays off when we quantify and qualify results, helping us to advocate for the next phase and for scaling up for [the] next phase’. [[61]](#footnote-62)

However, these tools do not capture power dynamics around social norms change. For instance, FGD participants shared stories of backlash and resistance from other relatives, such as the mother-in-law, who is influential in family decisions around girls’ education, FGM, early marriage and discrimination, along with men’s roles within the household.[[62]](#footnote-63) This is not reflected in any of the monitoring reports.

On the other hand, the monitoring tool to community grants, although done virtually, is useful and effective in identifying critical issues and effectiveness factors for grants.[[63]](#footnote-64)

At national campaign level, the regional monitoring system is tracing outreach of social media campaigns through viewership, the number of shares and through tracing comments on social media and the number of beneficiaries from advocacy groundwork.[[64]](#footnote-65) The system still needs to consolidate its tools to measure impact and analysis of comments and people’s responses.[[65]](#footnote-66)

At the level of the umbrella NGO, the monitoring and follow-up effectively enabled CBOs, primarily through mentoring and coaching, to collect monitoring data. UN Women also conducted field visits as well as virtual monitoring during the COVID-19 pandemic, drafted monthly and quarterly reports, supported NGOs/CBOs in the development of their narrative and financial reports; traced and followed Facebook posts and WhatsApp groups through which the CBOs exchanged experience, learning and knowledge products.[[66]](#footnote-67)

**Finding 6.4: Time is a constraint for community and national-level interventions, affecting implementation and consolidation of results.**

CBO partners faced significant delays in obtaining the necessary governmental approvals required before any project activities could begin. As such, the ability to deliver on the programme’s expected results was a challenge met through devising flexible and constructive solutions. This challenge was also reflected in the midterm review of Phase I, which mentioned that the umbrella NGO in Egypt experienced pressure to finish within six months instead of one year, as Egypt’s capacity building component started later than other countries. This was responded to by ‘*working overtime and not taking leave’*.[[67]](#footnote-68)

**Interviews and FGDs reveal that the design of community-level interventions was disproportional with the programme’s time frame** (2–6 months in Phase I, while the duration of community interventions ranged between 6 and 8 months). A shared view by all stakeholders at community level highlights the need for long-term programming on social norms and behavioural change targeting gender roles, and for the engagement of men with multiple entry interventions, as in the case of Sohbet el Kheir CBOs that engaged target groups of Phase I in savings fund-~~raising~~ activities to address their poor economic situation.[[68]](#footnote-69)

III: Effectiveness and Impact

EQ 5. To what extent has the MWGE programme contributed to behaviour and policy change, institutional and national capacity development, information and knowledge sharing, to promote GEWE across different settings?

Reports reveal that the programme has in general surpassed the target of the indicators, with specific reference to outreach through community interventions, campaigns, knowledge products, government institutions and academia, with the exception of behavioural change of CBO intervention beneficiaries.

Meanwhile, a thorough review of documents, interviews and FGDs reveals the following findings:

**Finding 5.1: The programme has influenced the work of NCW and MoYS substantively through partnership and knowledge products. However, more work is still needed to measure impact, scaling up of GTP and youth advocacy.**

In Phase I, NCW adopted the regional campaign of BIAM to become an ongoing national campaign:

‘The campaign was a turning point in the work of NCW that has been working for 21 years talking and addressing women’s issues’. [[69]](#footnote-70)

‘At the beginning, viewers were surprised that UN Women and NCW, that are known for their work on and with women, are addressing men. No one expected this’. [[70]](#footnote-71)

The campaign went through three phases. In the first phase of the campaign (Phase I), NCW used champions to reach 3.6 million users of social media platforms, promoting the role of men in supporting gender roles and gender equality. In the second phase of the campaign (Phase II), the campaign used on-ground activities with the collaboration of the MoYS, using sport to reach out to men and consolidate engagement. In the third phase of the campaign (also Phase II), the campaign also used social media to convey messages on fatherhood and men as colleagues in the workplace.

**Factors contributing to effectiveness:**

Partnership with NCW and MoYS;

Knowledge products and messaging that are adapted and relevant to the context of Egypt;

Continuous consultation;

Capacity building for staff from NCW and MoYS.

While the campaigns have been far-reaching through social media and at governorate level, reach at the local communities was minimal, as confirmed by FGDs with men and women at local level as well as by interviews with CBOs.[[71]](#footnote-72) One way to reach the community level is to partner with CBOs working on the same thematic areas, as recommended by CBOs.[[72]](#footnote-73) To improve the level of awareness of such campaigns, there is also a need to explore other options such as mass media, call of action when using champions[[73]](#footnote-74) and tailored tools for rural contexts such as drama and radio.[[74]](#footnote-75)

The influence is extended to **integrate GTP as an approach and entry point** to target the family through the work of NCW, and there is interest from MoYS, the United Nations Children’s Fund (UNICEF) and the Ministry of Social Solidarity (MoSS) to scale it.[[75]](#footnote-76) UN Women developed a GTP programme that is adapted to the Egyptian context through moving from fatherhood to parenting and modalities of implementation. The manual has been developed and TOT took place in August 2021, followed by 24 rollout camps for parents who attended the sessions together for the first time. FGDs with trainers revealed that at the GTP TOT, trainers made an impact with new knowledge about child rights and the new approach for family.[[76]](#footnote-77) However, there is still a need to adapt the manual to other needs arising as a result of the rollout sessions, namely (i) the inclusion of children with disabilities and (ii) modules to address relationship with adolescence.[[77]](#footnote-78)

As regards the **regional Youth Advocacy Toolkit**, MoYS and NCW recognise it and have adapted it to the Egyptian context through integrating national initiatives (BIAM), surveys (IMAGES), knowledge on gender equality within the Egyptian context and advocacy skills, with specific reference to how to analyse the supporting stakeholders. The new learning included in the Egyptian version of the manual has been transferred to young men and women from NCW, MoYS and CDS through TOT to bring in-house the capacity to provide scale-up and integration across programmes.[[78]](#footnote-79)

Moreover, within the scope of the national grant with NCW, youths nominated by the NGO committee of the NCW were trained on gender and masculinity and led on the design and implementation of the BIAM and advocacy initiatives in their respective governorates.

**Finding 5.2 While the programme has been able to affect change among participants, there are clear differences between sex- and age-groups, with younger participants and women more likely to espose gender equitable views. The changes in knowledge, attitudes and behaviours relating to gender equality at community level is limited to direct beneficiaries of community initiatives and training, despite efforts to engage the community at large through peer-to-peer and other creative strategies.**

Comparing pre- and post-intervention GEMS-scale data from Egypt, there is an overall improvement across the board in terms of gender equitable attitudes, but with important differences emerging between different age groups and sexes. On the whole, younger participants and women were more likely to espouse gender equitable views and showed higher rates of improvement. Comparing the youngest cohort (15–17-year-olds) to the oldest cohort (35-59 years of age), the overall improvement for the former is 18.3%, and 5.2% for the latter. In the younger group, women improved by 19.7% and men by 15.3%, while in the 35-59 age-group women improved by 6.1% and men by 3.8%. Overall, across all age groups, women’s GEMs-score improved by 15.5% and men’s by 10.4%.[[79]](#footnote-80)

As illustrated Figure 1 below, however, changes in reported positive behaviour and attitudes were greater in the MWGE semi-annual update 2021, again with larger gains amongst women compared to men.

Figure 1: Average percentage change in positive behaviours and attitudes

*Source: MWGE semi-annual update – September 2021*

FGDs with male and female youth facilitators engaged in the training in the Sohbet el Kheir Sohag-based CBO, and rollout through eight sessions that are based on the manual of Engaging Men and Boys (EMB) – developed by CARE – influenced the level of understanding on the following: how gender roles are being shaped; human rights; masculinities in terms of the concept and the expectations of the community towards their role; and forms of GBV that affect both men and women (see FD quotes below) [[80]](#footnote-81)

‘Men in Upper Egypt have no freedom to choose their partner as in the case of women’. [[81]](#footnote-82)

‘I realised that when my father used to insult me, assuming that this is part of a discipline measure, this is a form of violence’. [[82]](#footnote-83)

This has been translated into new attitudes acknowledging that the prevalent social practices are discriminatory in nature.[[83]](#footnote-84) Most importantly, men and women recognised that men are also affected negatively by prevalent social norms and expectation of the community.[[84]](#footnote-85) Men and women learned that there are other options to build their relationship with children rather than violence and discrimination.[[85]](#footnote-86) They reported new learning about the forms of violence practiced by men, namely insulting and beating, along with other practices such as FGM, discrimination between boys and girls in terms of education, and the kind and quantity of food provided.

**Factors contributing to/affecting effectiveness of attitude change at local level**

1. CBOs’ use of youth facilitators from the same communities.

1. Capacity building on thematic issues and strategies based on knowledge products such as engagement of men, GBV, human rights and gender roles.
2. The use of rolling out and scaling up knowledge to men and women, university students, boys and girls through community initiatives, interactive theatre, videos, peer to peer.

**However, other factors affect change in behaviour:**

1. Short time of interventions affect consolidation of change and structure of peer to peer (four consecutive sessions instead of eight sessions).
2. Targeting other influential family and community members, is relevant and key to bringing a sustained change.
3. Multiple entry interventions are needed to ensure commitment and change, such as economic empowerment and education.

Meanwhile, most male participants of FGDs reported changes in sharing house chores, women’s rights being respected and men seeking women’s opinions for the first time.[[86]](#footnote-87) Problematically, some male and female participants of FGDs report that some men are still beating their wives, but less often.[[87]](#footnote-88) Most women are proactive towards influencing husbands in critical decisions related mostly to preventing FGM, to early marriage, to working and to resuming education.[[88]](#footnote-89)

‘Every time my mother-in-law sees my husband helping me, she fights with him and starts bullying him because he is no longer the leader of the house or controlling the family. Please talk to our mothers-in-law’. (Female participant in FGD in Qalyoubia, echoing what women said in Upper Egypt. Egypt FGDs 3, 5)

However, the community backlash towards men’s positive change, especially from the husband’s mothers-in-law and brothers-in-law – for fear that men lose their control and guardianship over their wives and families – is prevalent at the communities of Upper Egypt as well as in rural areas in Qalyoubia.[[89]](#footnote-90)

Given this strong prevalent community backlash, the change at peer-to-peer level – though an effective strategy for scaling up knowledge and creating positive deviances – is not guaranteed, as there are four consecutive peer-to-peer sessions compared to the original eight sessions for the direct beneficiaries across the time frame of the initiative.[[90]](#footnote-91) Meanwhile, the other non-traditional activities, such as videos that have been posted on social media, are not effective, as target groups in rural areas are not staying on Facebook.[[91]](#footnote-92)

**Finding 5.4: Community advocacy campaigns proved to be effective in influencing local authorities to take actions to promote gender equality. However, advocacy to change laws did not yield results within the short duration of the community initiative, due in part to external factors such as parliamentary dynamics but also due to internal factors, such as comparatively lower prioritisation of advocacy at the national level.**

In Phase II, within the short timeframe of the MWGE programme, three CBOs were able to influence local institutions and official structures that already existed in the communities. The advocacy campaigns employed several strategies, such as training and awareness-raising activities, forming a community committee, review committees and consultations. The focus was on different issues of concern to the local communities, such as domestic violence caused by inheritance, and women and girls’ protection. CBO in Assuit succeeded to outreach to the Beit el Eila[[92]](#footnote-93) and get their committees added as members in its formal structure. The CBO in Sohag[[93]](#footnote-94) succeeded in integrating the EMB into the curriculum of Sohag University. Another CBO[[94]](#footnote-95) established a community committee to monitor and detect cases of early marriage, and included members of the National Council for Childhood and Motherhood (NCCM). It was included in the child protection committee at governorate level.

**Local advocacy campaigns influenced local structures from the same communities**

* MAAN-Sohag: Integration of CARE’s Manual into the curriculum of Sohag University.
* El- Salah CBO, Assuit: Formal committee with Beit el Ela to manage the domestic violence resulting from disputes over inheritance.
* Youth Association for Women-CBO- Community Committee become member of subcommittee of Child Protection Committee to watch/monitor and detect cases of early marriage.

The parenting leave campaign advocated for changing the law and was adopted by El Shabab CBO in Qalyoubia governorate. The CBO, supported by a governorate parliamentarian and five other CBOs, united efforts to propose the provision of six days’ leave for fathers at the time of childbirth, to support their wives and help in the registration of the new-born. The process did not yield its anticipated change within the short time frame of the community initiative, was not linked to national-level advocacy by actors such as Care, NCW or UN Women CO, and was stalled in parliament.[[95]](#footnote-96) Discussions around which law to change (private sector law or civic services law), whether proposing a new article or adding a new paragraph to an existing article, took a long time and resulted in changing the target groups within the process – from groups falling under the law of the private sector to others benefiting from civic services law – along with signing petitions twice. The process entailed presenting the supporting documents to the Governorate's Parliament, which took place during the time frame of the project. However, the process entailed a public hearing for concerned institutions, and this did not take place. The number of target groups constitutes a small number of the population (at first there were 150 signatories, which then increased to 1000 signatories), which did not support the advocacy for changing the law.

‘It will be better to work on one unified advocacy campaign to consolidate our efforts as well as ensure scaling up to the national level’. [[96]](#footnote-97)

‘Advocating to change the law needs more time and resources as well as support of the MWGE in linking us with national entities such as NCW and more in-depth exchange learning from countries like Morocco on parenting leave experience’. [[97]](#footnote-98)

**Finding 5.5 Capacity building for CBOs has contributed effectively to a shift at institutional and programmatic levels, with evidence of partnership with local authorities and adoption of strategies for gender equality and engagement of men.**

At institutional level, CBOs received comprehensive capacity building in Phase I on strategic planning, project management monitoring systems and reporting,[[98]](#footnote-99) which impacted the institutional capacity of CBOs in terms of having, for the first time, a strategic plan, the ability to write proposals, and solid knowledge and skills to develop indicators and to report against them.

The organisational and governance capacities of the CBOs have improved. For instance, el Shabab CBO has women and men on the board, rather than only men as before; it shifted from aid to development programmes and received a new fund for a gender equality programme from one donor.[[99]](#footnote-100) The community changed its perceptions of CBOs, which are now seen as platforms that provide community-wide learning and services.

**Factors contributing to effectiveness of capacity building for CBOs**

1. Provision of institutional comprehensive capacity strengthening.
2. Capacity building is linked to eligibility for sub-grants.
3. Capacity building is premised on continuous mentoring.
4. Capacity building is linked to action plans and community initiatives.

In Phase II there is more focus on the training on the fatherhood toolkit produced by CARE within the framework of MWGE, used in conjunction with EMB; both included some advanced approaches for gender roles, engagement of men and GBV tailored to the local context. As a result of the programme, engagement of men and GBV became an integrated approach in the CBO work, in addition to engaging people with disabilities (PWDs) through dedicated sessions. Interviewed CBOs did not find challenges to mobilising men to attend the sessions, for several reasons; in addition, the CBOs are trusted by the communities because of their credible previous work. Further, they took into account the convenient time for men to attend these sessions, the nearest place for their residences and the message that these sessions would help the men address family problems.

IV: Gender and Human Rights

Gender sensitive rather than gender transformative, and human rights approaches are well integrated in the programme in the design of interventions and implementation of Phases I and II. However, the principle of Leave No One Behind (LNOB) is implicitly incorporated into the design of the programme in Phase I, with evidence of responsiveness to vulnerable group needs in Phase II.

EQ 7. To what extent was a human rights-based and gender transformative approach incorporated in the design and implementation of the programme?

**Finding 7.1: The MWGE programme was anchored around gender equality and the human rights-based approach. It addressed gender inequalities and promoted non-discriminatory practices through all its interventions and knowledge products.**

The programme was guided by the human rights approach but, according to the midterm evaluation of Phase I, no specific gender or human rights analysis was conducted in the formulation stage.[[100]](#footnote-101) Yet the programme implementation phases identified and addressed unequal power relations between men and women through advocacy at different levels, community interventions, national campaigns, training, development of toolkits and advocacy material. The programme advocated for transformative roles for men and women, keeping the human rights principle at the core, while remaining sensitive to culture and appropriate community dialogue.[[101]](#footnote-102) It promoted rights and obligations among human beings, more specifically between wives and husbands and parents and children. The engagement of men, discussion around masculinities and positive parenting were key to ensure incorporation. The programme was guided by CEDAW and UN Women’s Strategic Plan, which are also in alignment with the national priorities and reflect the context.

**Finding 7.2.: The LNOB principle was generally incorporated in the MWGE programme but required a stronger and more structured consideration of, and response to, the different community groups who are further left behind.**

Although documents show limited data on ‘leaving no one behind’ and its framework, the MWGE programme considered the LNOB principle by addressing disadvantaged women, men and girls with lower income and the poorest segment across several geographical setting through local initiatives.[[102]](#footnote-103) There are good examples of reaching out to and engaging men for the first time through innovative strategies, e.g. BIAM’s football tournament[[103]](#footnote-104) and GTP camps. However, the design of community interventions does not refer to LNOB, despite integrating vulnerable groups from marginalised areas.

Engagement of people living with disabilities was accommodated within the community interventions by some CBOs supported with CARE, although not initially planned within the programme. FGDs with trainers of GTP confirmed that during sessions with parents, it was highlighted that some parents need more support in addressing issues pertaining to children with disabilities and that there is a need to include a module on PWDs within the GTP. On the other hand, reviewing other knowledge products, inclusion and addressing PWDs need to be integrated across modules in order to establish a solid understanding around inclusion and leaving no one behind.

‘There was brilliant work done with people with disability (visual impairment) through one of the CBOs under the umbrella of CARE. They used the Braille for the blind through CBOs. There should be more work on disability in Phase 3 of the programme’.[[104]](#footnote-105)

‘Inclusion of people living with disability should be integrated in the call for proposal as a criterion for accepted applications’. [[105]](#footnote-106)

On the other hand, the adaptation to COVID-19 through digitalised activities had caused some unintended consequences related to the exclusion of beneficiaries who had no capacity to access online platforms. To the degree possible, the CBOs such as El Shabab sought to mitigate this by using a combination of online activities as well as face-to-face engagement with beneficiaries to the degree that this was possible within the limitations of COVID-19 restrictions .[[106]](#footnote-107)

V: Sustainability

Sustainability ingredients are substantively incorporated in the buy-in of NCW and MoYS to the men’s engagement approach as well as transforming training manuals into programmes. Sustainability is being guaranteed through in-house capacities at national level.

EQ 8. What are the indications that MWGE’s interventions and approaches will be sustained?

**Finding 8.1: Prospects for sustainability of the MWGE programme were built around the strong partnership, ownership and in-house capacities within NCW and MoYS. NCW endorsed BIAM and GTP within its programmes. However, the Parenting and Youth Advocacy programmes were still at pilot stages and not yet fully integrated.**

MWGE encompassed elements that suggest high prospects for national ownership and durability, including establishing strategic partnerships. Ownership and durability were especially considered within the programme’s work. For example, NCW partnered in the development of and endorsed the BIAM campaign and transformed it into a nationally led ongoing campaign using the social media and sport tournament in all 27 governorates.[[107]](#footnote-108) The GTP training manual was developed into an approach and programme that ~~wi~~ is integrated into NCW and MoYS.[[108]](#footnote-109) They launched the manual and pilot outcomes and committed to further implementation. The Youth Advocacy Toolkit that aimed for advocating for gender equality and engagement of young men was institutionalised in MoYS.[[109]](#footnote-110)

Meanwhile, there is in-house capacity with NCW to sustain the learning and facilitate the scaling of knowledge and skills. The capacity to conduct a survey such as IMAGES has been secured now and there is a readiness to update the research whenever there is a plan to update.

NCW and MoYS staff who received TOT on Youth Advocacy and GTP are trained and ready to integrate the work.They increased their knowledge and understanding of the status quo of men and women in Egypt, learning about the different types of violence and psychological violence has enabled them to play an increased role in their institutions, families and communities. NCW is working now on integrating the parenting and youth advocacy programmes and are in negotiations to institutionalize the advocacy tool kit.

**Finding 8.2: MWGE built organisational capacities of CBOs that integrated approaches of men’s engagement and parenting.**

The programme built individual and organisational capacities of CBOs and youth networks. The umbrella NGO provided mentoring and encouraged peer-to-peer learning, sharing of experiences, and networking among the CBOs.[[110]](#footnote-111) The organisational and governance capacities of the CBOs improved, so that at the end of the programme they had not only institutional capacities but also trained human resources who are still working for the CBOs in other gender programmes, along with a wide range of knowledge products that are being used by the CBOs in other ongoing projects.[[111]](#footnote-112)

**Finding 8.3: Bringing a change to social norms through local initiatives proved to be effective, but being a short-term programme means sustainability is at risk.**

The local initiatives, including training, rollout of the learning to direct beneficiaries peer-to-peer, and awareness-raising activities, were carried out within the time frame of six months in Phase I and eight months in Phase II. The model proves to be promising and is yielding a change in core groups, but the fact that the programme is short-term puts at risk the ability to influence peers similarly influencing direct beneficiaries.[[112]](#footnote-113)

VI: Evidence, Learning and Knowledge Management

EQ 9. How is the programme generating, utilising and sharing lessons and knowledge?

**Finding 9.1: Cross-learning strategies through South–South exchanges and regional workshops brought exposure to other country experiences on advocacy and parenting.**

In Phase I, two South–South exchange visits implemented under the MWGE programme to South Africa and Indonesia increased learning among government and NGO representatives. NCW’s learning has been focused on the importance of engaging men at policy level and in drafting policies, as well as engaging them in local awareness programmes.[[113]](#footnote-114) NGOs reflected that they learned more about entrenching principles of men’s engagement, accountability and leading by example within target beneficiaries through awareness activities. They observed different models and community service outlets. The exposure to development solution was relevant but needs lots of adaptation. Meanwhile, the South–South exchange was a good opportunity to network with other organisations and resource persons.[[114]](#footnote-115)

‘In the case of the study tour to Indonesia, the political context is different. Indonesia has a free hand government that endorse decision making in a timely manner, but Egypt, as result of the several incidents that Egypt passed through, takes more time in decision making. Meanwhile, the exposure to development solution was relevant but needs lots of adaptation’. [[115]](#footnote-116)

MWGE held two regional workshops that involved NGOs and CBOs from all countries engaged in the programme. One was carried out in Phase I face to face while the other was conducted virtually.

‘The workshop with CBOs and NGOs was useful but we wished to have a separate one on specific subject matters, such as one on parenting leave’.[[116]](#footnote-117)

**Finding 9.2 The programme generated rich knowledge and evidence around engagement of men and boys and parenting, which was utilised in different advocacy toolkits, knowledge products and media campaigns, while also influencing institutions and CBOs.**

Evidence generated from the IMAGES research, baselines and parenting formative research contributed to the design of the programme interventions, including the advocacy campaigns, CBO community grants and interventions, sports and cultural activities. MWGE has produced a wide range of infographics, videos and digitalisation of sessions that were posted and exchanged through social media. Social norm change was positively influenced through advocacy campaigns and on-ground implementation, focusing on linking evidence-based findings and using innovative tools for outreach, capacity building and institutionalisation. For example, the Youth Advocacy Toolkit has impacted master trainers during the TOT. Men started to realise that equality is not just about women but also men; that women are not equal to men in wages; and that, while laws guarantee equality between boys/men and girls/women in their right to education, the community sets the barriers to attaining this right. During the Youth Advocacy TOT and rollout, the use of simulation exercises, wherein men take the role of women who are experiencing discrimination or violence and start speaking up, was effective in building the understanding around the injustice that women are subject to.[[117]](#footnote-118)

Lessons Learned

* **National partnership is key for the effectiveness, ownership and sustainability of the programme**. Through Phases I and II, the knowledge products incorporated in the BIAM messages, GTP and the Youth Advocacy programmes have been adopted by the NCW and MoYS, who have been involved during the consultation, designing and campaigning/piloting/rollout of these products. Approaches integrated underlying these products will be mainstreamed and institutionalised within NCW and MoYS. The programme has thus engaged with the more ‘usual allies’ for gender equality work, such as the NCW but also ‘unusual allies’ such as MoYS where there may be additional gains to be had in addition to the important engagement with national GEWE machineries
* **Short-term initiatives with limited scope are not proportionate to the anticipated results of the programme to change attitudinal, behavioural and social norms.** A lesson learned from Phases I and II is that changing attitude and behaviour at local level needs long-term programming in order to build resilience against backlash and resistance to change power dynamics, and that interventions need to anticipate and build in responses to resistance into their design. While continuing to work on capacity building, knowledge products, and scaling up to other community groups, designing interventions for changing attitude and behaviour needs to be backed up with other interventions that address other local problems, such as the poor economic situation of target groups that is deemed to be one of the causes of violence.
* **Working with youth, people living with disabilities and religious leaders proved to be effective and inclusive.** Targeting youth through universities is influential and a mechanism for scaling up that proved its effectiveness, especially at the level of Upper Egypt. Though unplanned, the engagement of people living with disability proved to be key to operationalisation of the principle of LNOB. This needs to be integrated into the design of the programme. Meanwhile, working with religious leaders is fundamental in the behavioural change process but needs to be consistent in nature with coherent messages, linking national and local levels.
* **Multipronged and national awareness-raising and advocacy interventions are crucial to increase the institutional commitment to gender equality.** The three phases of national awareness-raising campaign of BIAM have helped NCW improve outreach to larger groups, whereas local advocacy initiatives proved to be effective in sensitising local institutions such as Sohag University and Beit el Ela towards gender equality and human rights. This needs to continue in terms of expanding to more institutions. On the other hand, working on changing/amending laws on e.g. parenting leave proved to be a long process that needs time, resources and technical assistance. The unsuccessful attempt of lobbying on parental leave by El Shabab underscores the need for an integrated approach that links local and national level efforts. The uptake of key MWGE advocacy points by the UN Women/ILO decent work programme for engaging with other ministries, such as education, is a positive example of utilising synergies.
* **Capacitating emerging CBOs proved to be influential to promoting gender equality.** Capacitating CBOs over a long period (two phases) is instrumental to promoting gender equality, and consolidates the programme’s bottom-up approach. CBOs are secured to graduate from the programme with institutional and programmatic capacities to integrate approaches and strategies of the programme. This reflects the importance of having an umbrella NGO with strong technical and institutional expertise access in Egypt that can outreach to other new emerging CBOs, given the wide scale of Egypt and local communities that are in real need of institutional strengthening on the one hand and scale-up approaches of the programme on the other.

Conclusions

**Conclusion 1:** The MWGE component was able to achieve successes in micro-level attitudinal and behavioural changes in a very challenging environment, as well as more limited successes at the meso- and macro-levels. Given the size of Egypt’s population, there is an immense potential for achieving impact at scale, but this requires a clear strategy on how to shore up the gains of Phases I and II as well as widen their impact.

**Conclusion 2:** Under the programme, innovative approaches have been developed which could be replicated in Egypt and regionally, such as for working with persons with disabilities. Given the lack of endline data at the time of this evaluation, it is not possible yet to determine the effectiveness of locally adapted GTP approaches.

**Conclusion 3:** Although the NCW is a key partner for UN Women in Egypt, wider engagement with government actors is necessary for broader institutional uptake. MWGE has been able to work with other ministries in this respect, such as the Ministry of Youth and, indirectly via the Decent Work Programme with the Ministry of Education. These efforts could be further enhanced, and work with local government on MWGE advocacy goals strengthened.

**Conclusion 4:** The policy advocacy work on parental leave highlighted the need for joined-up advocacy campaigns which link the local with the national level, and potentially also leveraging the regional level. Furthermore, additional entry points can be found through making use of synergies such as the joint UN Women/ILO programme and other engagements of UN agencies with the government and civil society actors.

**Conclusion 5:** MWGE in Egypt has succeeded in opening up pathways to institutional uptake with more ‘unusual allies’ such as the Scouts and faith-based leaders, which can act as important amplifiers and multipliers of messages, especially when adopting a more socio-ecological approach for working on social norms change.

**Conclusion 6:** The community-level interventions, while achieving success with participants, were differently successful between the sexes and revealed generational gaps in terms of openness to change, which also manifested themselves in resistance to change by family members of beneficiaries. These differences and resistances need to be addressed for broader societal level change.

**Conclusion 7:** Generational differences, as well as socio-economic class differences and the urban/rural divide mean that a variety of modalities need to be explored for messaging on gender equality. Particular types of messages and media will resonate with some groups and not with others, and thus a variety of approaches can be used to reach different audiences.

**Conclusion 8:** It is essential for the success of a programme such as MWGE to ensure that all implementing partners adhere to and incorporate feminist principles in their ways of working, and to ensure approaches are gender-transformative.

Recommendations

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Recommendation | | Level | Linked conclusions | Directed | Ranking | How Action Can be Supported |
| 1 | In moving from Phase II to the next stage, Egypt as the largest society in the region is an obvious candidate for increasing the scale of MWGE’s work. This however requires an assessment of the most strategic entry points and partners for this and a review discussion of the past two phases | Strategic | 1, 2, 3, 4, 5, 6, 7 | UN Women (regional/CO), SIDA/ other donors, implementing partners | **High** | A lessons learned-session with current implementing partners, UN Women ROAS and CO could reflect on challenges, innovations and entry points, as well as strategic partners. This should be combined with a **costing exercise as well as a review of human resources allocations** |
| 2 | Enhance **institutional uptake**, in particular at national and local government actors, including institutions less often engaged with gender equality work. | Strategic | 1, 3, 4, 5 | UN Women CO, implementing partners | **High/ Medium** | Strategies should be developed to effectively engage with local and national government and find entry points for institutional take-up. Synergies with other UN Women programmes should be maximised |
| 3 | The programme should continue to move towards a gender norms change approach utilising a **comprehensive socioecological model** involving men and women together, but also assessing to what degree approaches and messaging need to be tailored to different age groups, different parts of the country and people of different socio-economic backgrounds. The broader approach should also utilise ‘unusual suspects’ as amplifiers of messaging. | Programmatic | 1, 4, 5, 6, 7 | UN Women CO, implementing partners |  | This will require ensuring better integration of different levels of programming to ensure that these are mutually reinforcing rather than stand-alone.  The design phase should also consider more effective responses to overcoming resistance to gender equality. |
| 4 | Build on and scale up successful and innovative approaches developed to date, such as working with persons with disabilities. | Programmatic | 1, 2 | UN Women CO, implementing partners |  | Investigate scope to replicate innovative community-based interventions for the potential Phase III of MWGE.  Expand the work with **men and women with disabilities.** |
| 5 | Ensure that all implementing partners understand, incorporate and live up to core **feminist principles** in their work, and are **accountable to the women’s rights movement nationally**. | Programmatic | 1, 8, | UN Women CO, implementing partners |  | Targeted training for implementing partners on core feminist principles and accountability to women’s rights movement where necessary. |

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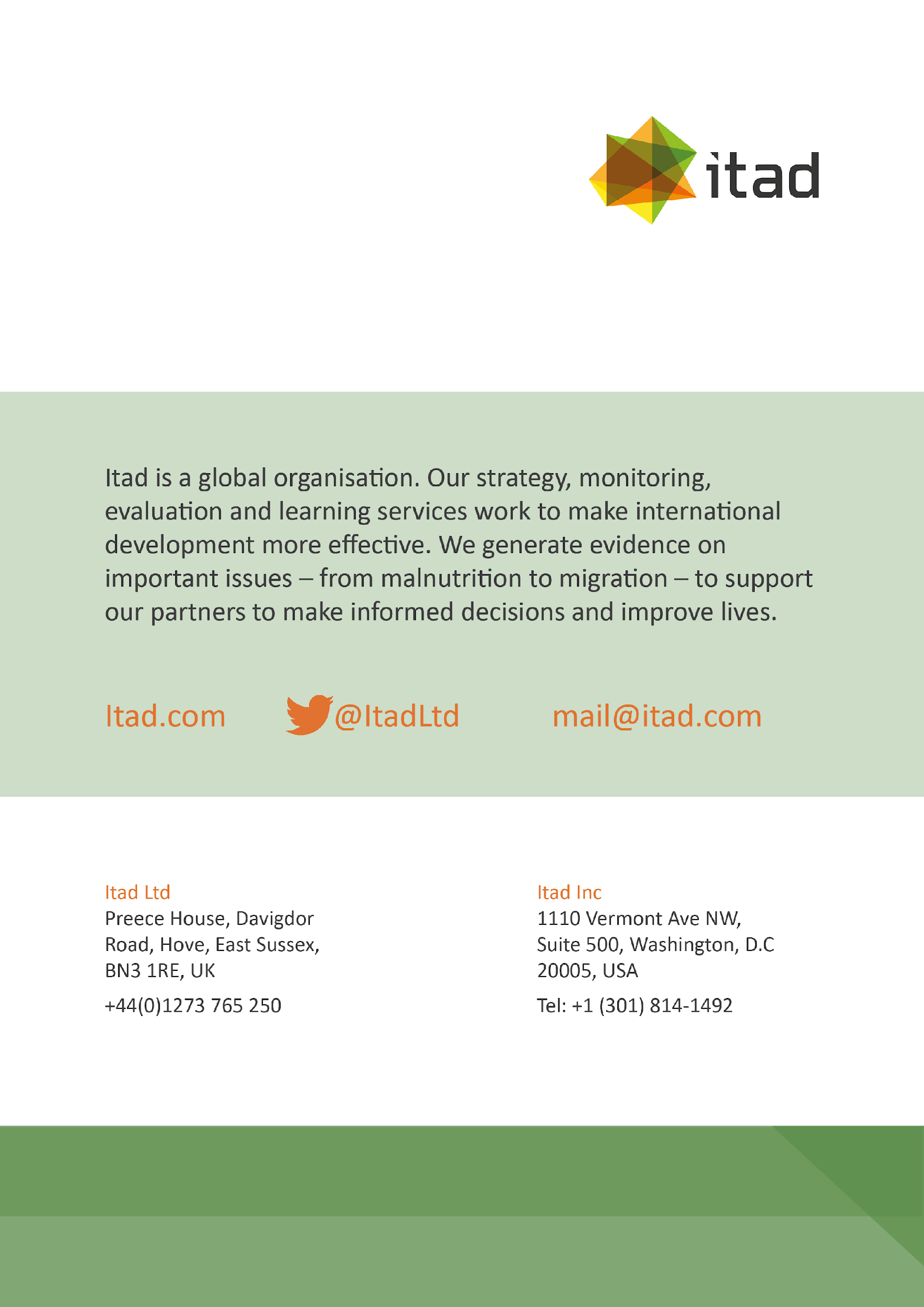
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56. KII 8 [↑](#footnote-ref-57)
57. KII 7 [↑](#footnote-ref-58)
58. KII 9, 100 [↑](#footnote-ref-59)
59. KII 9 [↑](#footnote-ref-60)
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74. KII 9 and FGD 5 [↑](#footnote-ref-75)
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77. FGD 8 [↑](#footnote-ref-78)
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88. FGDs 3, 4 [↑](#footnote-ref-89)
89. FGDs 3, 5 [↑](#footnote-ref-90)
90. KII 100 and FGD 5 [↑](#footnote-ref-91)
91. KII 9 and FGD 5 [↑](#footnote-ref-92)
92. A formal committee formed under the auspices of the governorates, they combine formal membership of representatives of the State and local leaders, working on mediation efforts of religious discourse renewal and promoting inter-religious relations (House of the Egyptian Family). [↑](#footnote-ref-93)
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