

EVALUATION REPORT  
Brazil - UDF-BRA-07-202-3712  
Women and Politics: Gender Advocacy at Local Level in Rio de Janeiro State

i. INTRODUCTION AND DEVELOPMENT CONTEXT

a. The Project

The project Women and Politics: Gender Advocacy at Local Level in Rio de Janeiro State was implemented in Brazil by the Brazilian Institute for Municipal Administration<sup>1</sup> (IBAM) from 1 November 2007 to 31 July 2011 and included a 12-month no-cost extension. The project had a total budget of \$1,000,000 with a remaining balance of \$100,000.

The project's overall goal is to build the leadership capacity of elected and future women municipal leaders at the local level in Rio de Janeiro State. The implementing organization, IBAM, sought to achieve this goal employing two strategies:

- Capacity building and training for women leaders and women elected for municipal councilors and
- Technical assistance and advocacy aimed at empowerment of women in office at local levels.

The main objective was to increase participation with respect to both voters and candidates, and as such to enhance considerably

women's leadership in the municipal government. The previous municipal elections held in 2008 were marred by the low success rate of women candidates. Despite the fact that 75% of women were

eligible, the quota system was introduced in Brazil by a national law adopted in 1988 which required a 30% quota for elected women at local level of government. In 1980 the quota was increased to 20% effective in 1988.

The project was designed to assist Brazilian women political leaders to overcome the risks posed by gender discrimination. It is usually the case in Brazil that women play important roles participating in campaigns and supporting political party candidates, however they encounter serious obstacles as candidates representing political parties. The project aims to support elected women in local government in Rio de Janeiro State and assist them in overcoming the challenges related to their political participation and the implementation of the Federal Quota Law of 1988.

b. Evaluation

The evaluation process was guided by the 2008 Memorandum of Understanding between UN Women and UNDP and is in compliance with the UN Women Evaluation Guidelines, as well as UN Women Policy and Guidelines developed for the first round of UN Women projects and the UN Women Group Norms (Standards for Evaluation in the UN System) (UN Women, 2008) Memorandum of Understanding with UNDP.

The nine UN Women-funded projects (2008-2011) The evaluation has four main objectives:

- to analyze the effectiveness of gender mainstreaming in UNICEF project strategies and approaches and the impact on women's human rights
- to capture more systematically contributions being made by UNICEF projects on enhancing gendered democratic governance
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patriarchal culture in the political sphere/ as well as gender violence/ lack of accessible information/ and prejudice and stereotypes within political parties and government offices)

The persistence of these challenges discourages women from running for office and determines the discriminatory attitudes when women decide to participate in political life) It follows that in the state of Rio de Janeiro the number of elected women is below the national average and the required (only 8% of all municipal councilors in Rio de Janeiro are women)

The low level of women's political participation represents a serious challenge for the democracy in Brazil) The project views this mishap as an opportunity to ensure compliance with the principles of good governance and mainstream gender equality in the political agenda by building the capacity of elected women and by strengthening their alliance with other women in politics/ as well as with their constituents)

## ii. PROJECT 1TRATE23

a. Project 1TRATE23

### IBAM

The Brazilian Institute for Municipal Administration (IBAM) is non-profit civil association with headquarters in Rio de Janeiro) IBAM's mission is to establish municipalities as autonomous governmental entities and to strengthen their capacity to develop policies/ provide services/ and foster local development/ democratization and promotion of civil rights) IBAM's initiatives focus on institutional development of the public sector and enhancing effective interaction between local governments and civil society) IBAM develops projects related to drafting legislative bills/ reports/ plans/ and managerial tools/ and is involved in regional projects in Latin America and Africa) ; furthermore/ IBAM plays an important role in terms of advocacy and support for the local government/ providing know-how to municipal associations and movements/ and is involved in



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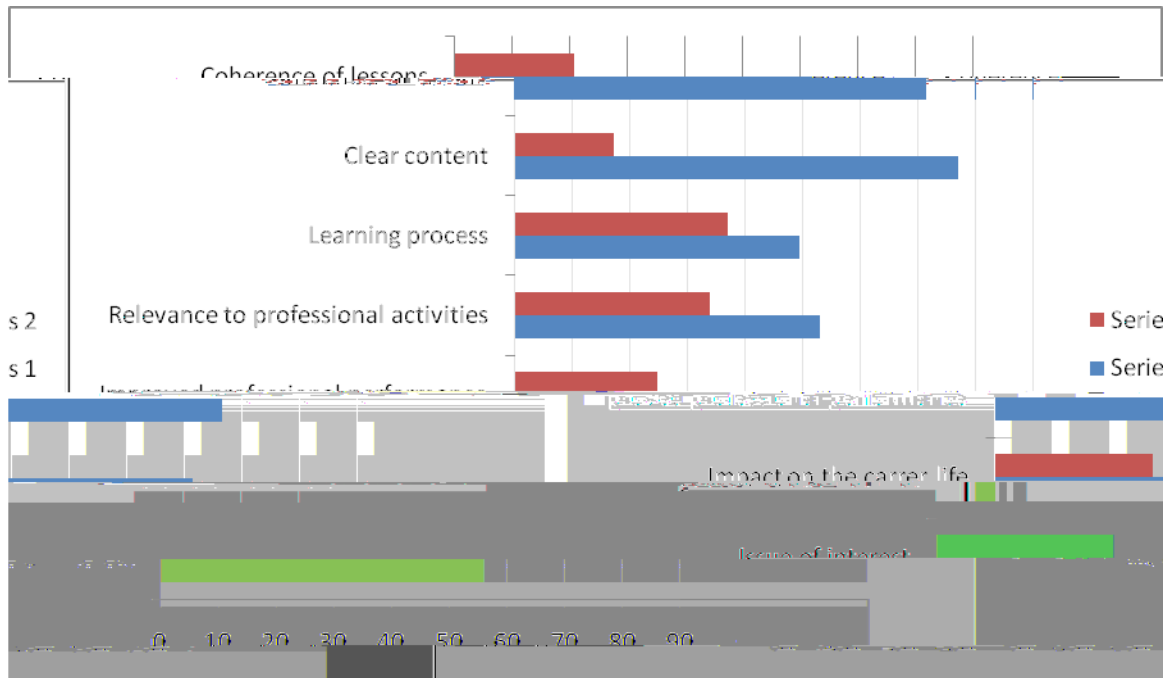
### iii. EVALUATION FINDINGS

The evaluation is based on a set of evaluation questions/ designed in compliance with the evaluation guidelines to cover the criteria of relevance/ effectiveness/ efficiency/ impact/ and sustainability as well as the issue of value added/ i) the extent to which

- capacity building of women leaders in the , tate of 2io 6e 'aneiro in "iew of enhancin\* their influence and impro"in\* their perfmance in the municipal councils the , tate and
- ad"ocacy f women leadership and political participation in the local \*o"ernments)

The project s\*ht t ensure that \*ender snsiti"e tics are ta5en int account in the decision ma5in\* process/ in particular/ throu\*h empowerin\* political women who ha"e been elected durin\* the Gctober \$\$\$% municipal election throu\*h a comprehensi"e approach includin\* technical assistance/ infmation dissmination/ awareness-raisin\*/ and trainin\* on \*ender-sensiti"e political issues) The project fud e(clusi"ely on trainin\* and capacity buildin\* of women municipal council p durin\* the first two yeas in fice) It als s\*ht t increase women political participation in future election)

IBAM initial intention was t pro"ide trainin\* t &\$9 of the 8\$ women elected f city council p and 1 9 p1/\$\$\$ the men elected f city council p) Lowe"er/ all women members pthe city council were in"ited t participate in the trainin\* 8 women council qp were re\*istered and &0 participated in a pro\*pm entitled ? omen and @olitics \* which encompassed the flowin\* tics} \*ender ine: ualities/ local \*o"ernment/ public policies/ \*ender bud\*etin\* women in politics and women pri\*ht) The first course was launched on 17 'une \$\$\$8 with % trainees/ includin\* #& women city council p/ 1# men city council p/ and \$ political ad"iis p- 1 men and & women) The second course was launched on 10 Au\*ust with &8 trainees - . women city council p/ 7 men city council p/ and #8 political ad"iis pD 1# men and 10 women) The project als emphasized the incorporation p\*ender persecti"es in public policies/ pro\*pm/ and acti"ities initiated in te municipalities the , tate p2io de 'aneiro) It therefe en"isa\*ed the participation 17\$ men and women fom the l qal \*o"ernment t q be trained on introducun\* \*ender sensiti"e policies p



The change in the project design reflects the commitment and interest in gender sensitive topics (expressed by the project beneficiaries) despite the fact that the training activities were designed explicitly for city councilors from the state of Rio de Janeiro/ the training was opened to local government representatives from the whole country) Thus the project provided training to 40 women city councilors and 1% men city councilors in addition to 08 political advisors from the state of Rio de Janeiro/ and 0% participants from different parts of the country) As a result the training of city councilors was enriched by sharing experiences/ ideas and good practices from across the country/ benefiting all participants)



### Challenges

- Some of the elected women councilors lacked motivation and interest to integrate

- , some political parties do not allow women activists who support their political agenda to become candidates for election)
- The conservative structure of some political parties does not permit innovative decision making)
- , stereotyping D sometimes women's lack of interest in actively participating in politics is due to the traditional stereotype that politics is men's business and that men have an aptitude for dealing with power relations and political bargaining (e) the gatekeeper issue)

#### Good practices

- The trainees appreciated the course material provided during the training and asserted that it had an impact in changing their perceptions of gender issues)
- Diversity approach D the final training combined a mixed audience - women and men city councilors/ political advisors/ gender activists and politicians/ as a result of the IBAM's experience and understanding of trainees' needs) This in turn had benefits for all participants)
- Trainees from 10 states in Brazil participated in the education/ out of 27 states in the country/ the only exception were the two northern states -Acre and Amapá) Once again this diversity contributed to the overall success of the project)
- - The distance learning model was used as a constant in providing the training try
- ? women from across the country had a chance to advance their skills)
- The participants acknowledged that they were inspired by the training to pursue political careers)

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IBAM had signed partnership agreements with the political parties/ as well as with national and state machineries for gender equality in particular at the national level with the Special Secretary for Women's Affairs and Special Secretary for the National Council of Women's Secretaries



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The project beneficiaries were women and men politicians/ involved in policymaking or implementation of public policies at local level/ as well as political party representatives (activists/ candidates from all states in Brazil) According to the feedback provided at the end of each training module/ the trainees asserted that their perspective toward policy making had changed as they developed a better understanding of gender equality and women's role in the political sphere) In this respect/ 90% of the participants affirm that the online education provided by IBAM was "very important for their career" (81). 90% of the participants testify that the learning has improved their professional life/ and 90% that the learning was relevant to their career) It is to be expected that this significant impact of the gender training will be translated into their work as gender sensitive policies and further political empowerment of women)

In addition/ the project outreach has surpassed the participation envisaged initially by the implementing organization) Altogether 8\$. trainees from different regions in Brazil have completed the course/ benefiting from online education provided by IBAM) Despite the delay the broadening of the project participants has resulted in better coherence of the needs of city councilors at national level) It should be noted/ however/ that IBAM has managed to scale up the project from local/state level to national level as a result of its flexibility and experience) Nevertheless/ this move would have exhausted the capacity of a smaller or less experienced organization and would have jeopardized the project implementation) In this respect/ it is advised that more in-depth research

