

Indicator name
Extent to which local and national leaders and influencers, including traditional, religious and community leaders, engage in initiatives to challenge and change social norms and discriminatory gender stereotypes
GAP III Thematic area of engagement
Promoting equal participation and leadership
Aggregable indicator
No
Indicator type (quantitative/qualitative)
Qualitative
Related objective in the Gender Action Plan III
Overall thematic objective: Women, men, girls and boys, in all their diversity, participate equally in decision-making processes, in all spheres and at all levels of political and public life, including online, to take on leadership roles, to enjoy and exercise their human rights and seek redress if these rights are denied. Specific thematic objective 4: Equitable social norms, attitudes and behaviours promoting equal participation and leadership by women and men fostered at community and individual levels – through education, media, culture and sports.
Technical Definition
This indicator intends to measure to what extent initiatives to challenge and change social norms and discriminatory gender stereotypes are promoted by local and national leaders and influencers, including traditional, religious and community leaders. The following definitions apply: - <u>Gender stereotypes</u> refer to preconceived ideas whereby males and females are arbitrarily assigned characteristics and roles determined and limited by their sex. Stereotyping can limit the development of the natural talents and abilities of girls and boys, women and men, their educational and professional experiences as well as life opportunities in general. Stereotypes about women both result from and are the cause of deeply engrained attitudes, values, norms and prejudices against women. They are used to justify and maintain the historical relations of power of men over women in all their diversity as well as sexist attitudes which are holding back the advancement of women”.¹ - <u>Discriminatory gender social norms</u> refer to informal rules and shared social expectations that distinguish expected behaviour on the basis of sex (i.e., women and girls will and should do the majority of domestic work)². In many cases, these kinds of social norms reflect and contribute to inequalities in the access to and control of power, resources and opportunities that limit women’s and girls’ full enjoyment of their rights.
Rationale
Where laws and policies designed to promote women’s roles in public life exist, negative social norms and gender stereotypes can hinder their implementation and impact. Therefore,

¹ [European Institute for Gender Equality](#)

² [Social norms, gender norms and adolescent girls: a brief guide](#) (ODI, 2015)

countering social norms that threaten women's rights and participation in public life requires raising awareness and sensitising national and local leaders, including influencers, traditional, religious and community leaders to challenge negative stereotypes and discriminatory attitudes so that women are perceived as equally legitimate and effective leaders and agents of change as men.³

In particular, working with religious and traditional leaders⁴ is critical to changing social norms and gender stereotypes⁵ as they are closer to communities and are considered to embody moral values, which enables them to influence personal and family domains, and attitudes and behaviours. In many countries, faith-based organisations are considered to have even more legitimacy, respect and influence than secular nongovernmental organisations. Furthermore, they have access to extensive networks and communications channels, and thus play an important role in disseminating messages and challenging religious and traditional values often used to justify harmful practices and violence against women and girls, and in shaping public opinion, mobilising financial and advocacy support, and influencing government policy.

Regarding the kind of initiatives that can be taken in order to challenge and change social norms and discriminatory gender stereotypes, this indicator could, for instance, monitor to what extent initiatives:⁶

- Adopt temporary special measures, including quotas in parliaments and political parties, judiciary, law enforcement agencies or executive.
- Enact laws that can contribute to changing mind-sets in the medium to long term, such as laws on domestic violence, sexual harassment in the world of work, etc.
- Implement community-based interventions and trainings for men and boys to advocate for alternative masculinities, reduce gender-based violence, and demonstrate the benefits of gender equality for all.
- Encourage women and girls to enter into traditionally male-dominated fields of education and professions.
- Change norms around caregiving by encouraging father-specific leave and recognising and redistributing unpaid care work.
- Encourage religious leaders to use their platforms to champion women's rights.
- Promote and normalise women's needs and interests as essential to the community, including the benefits of contraception, family planning, and respect for women and girls.

Data source and calculation

Reporting covers cooperation and development initiatives, humanitarian (if applicable) and investment frameworks funded by the EC (INTPA, NEAR, FPI, ECHO) and EEAS.

EUMS may provide information related to their interventions through their contributions to

³ UN SG Report [“Women's full and effective participation and decision-making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls”](#) (65th CSW, 2021).

⁴ Even if most of the religious and traditional leaders are usually men, it is key also to engage women influential leaders (including religious leaders like catholic nuns, or protestant pastors) and key women community and political leaders.

⁵ Adapted from [“Engaging Religious and Traditional Leaders for Gender Equality”](#) (Voices4change, 2020)

⁶ Adapted from [“Countering Gender Discrimination and Negative Gender Stereotypes: Effective Policy Responses”](#) (UN WOMEN) and [“Attitude is Everything: Challenging Gender Stereotypes”](#) (GIWPS)

GAP III reports or through the EUDs, e.g., in cases of joint dialogue (i.e., as part of joint programming or TEI).

Data sources:

The intervention's monitoring and reporting systems, e.g., inception, interim and final reports from implementing organisations (including governments, international organisations, national and international civil society organisations, etc.), ROM reviews and evaluations.

Surveys/interviews conducted and budgeted by the intervention can also be relevant data sources.

Baseline and endline studies conducted and budgeted within the EU intervention using the same data collection methodology. The baseline and endline studies can be conducted as part of the gender country profile and/ or gender sector analysis, or be based on existing official reports and published data.

Calculation:

- Existence, implementation and effectiveness of specific initiatives where local and national leaders and influencers (including traditional, religious and community leaders) are engaged in order to raise awareness, challenge and change social norms and discriminatory gender stereotypes.

Each initiative is counted once.

Worked example

The EU supports country A to better engage local and national leaders and influencers on how to challenge and change social norms and eliminate discriminatory gender stereotypes. Among the planned interventions is a campaign in which the country's most prominent religious leaders stand up for the rights of women and girls and denounce social norms that perpetuate gender discrimination and stereotypes. The EU has also supported work with local and national leaders to launch a zero-tolerance campaign against gender-based violence and for new masculinities.

At the end of the intervention, according to data provided by the Gender Equality Ministry, at least 65% of the population manifest as against the most relevant discriminatory social norms and 55% of men are in favour of gender equality.

Baseline

Data from official counterparts (i.e., national women's machinery, national gender observatories, line ministries and local authorities, human rights institutions, associations of traditional and community leaders, religious organisations/networks, etc.). Data from international and national organisations working on ICT or other independent non-state actors.

If baseline data are lacking, a mapping can be done at the start of the intervention using surveys/ interviews.

The baseline can be 0 when the indicator is achieved with the EU funded intervention.

Disaggregation

N/A

Availability and Timeliness

Information should become available annually, depending on the duration of the action.

Related DAC Code/CRS

151 - Government & Civil Society-general / 15130 - Legal and judicial development / 15153 - Media and free flow of information / 15160 Human Rights/ 15180 - Ending violence against women and girls

Associated SDGs

SDG 5. Achieve gender equality and empower all women and girls.

All SDG 5 targets can be associated potentially, depending on the social norm or the discriminatory gender stereotype addressed.

Other issues

The gender country profile and/ or gender sector analysis can be relevant sources of information for establishing baselines.

If there is no gender analysis available at the EUD, it is recommended to look at the analysis undertaken by EU Member States or other trusted partners (UN, World Bank, human rights national and regional mechanisms, etc.) as well as the [national-level reviews](#) carried out in 2019 by UN Women and the partner countries to assess progress made and challenges encountered in the implementation of the Beijing Declaration and Platform for Action.

Special attention should be paid to following up on partner country institutions reached with EU support.