
CHALLENGE BRIEF DRA CALL FOR PROPOSALS ON SAFETY AND PROTECTION

1. MAIN DETAILS

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2. PROBLEM STATEMENT

“How to improve approaches to addressing social/gender norms (harmful) & power structures in humanitarian settings”

3. CURRENT CHALLENGE

The security situation has continued to deteriorate in Eastern DRC, generating new displacements. There are over 4 million Internally Displaced Persons (IDPs), of whom over half are women. Gender inequality and discrimination is often reinforced in times of crisis and displacement, resulting in increased risk to Gender Based Violence which emerges in the emergency and the associated humanitarian response. General acceptance of unequal gender practices and power relations interacts directly with violence and insecurity, affecting negatively women’s meaningful participation and exacerbating risks to their safety and protection

Most humanitarian action programming is not aimed at gender transformation, and as such monitoring, evaluation, and accountability tools are also restricted. **Humanitarian action is often limited to measuring the number of women and girls participating or benefiting from the interventions, as opposed to attempting to identify and monitor change in women’s and girls’ power, access to services, socio-economic condition.** The inability to adequately and safely address social/gender norms continues to act as a barrier to core humanitarian principles and standards. In order for humanitarian action to be effective, interventions should ideally address root causes which are linked to social norms and attitudes which define gender relations. Identifying and addressing social norms is about gender transformative programming and it is key to prevention and risk mitigation applicable to safety & protection, including prevention of Gender Based Violence (GBV) and ensuring Child Protection.

In most development programmes CARE works with partners and local communities to identify existing norms and power relations in order to both inform the design of gender transformative programming interventions. Community engagement and local ownership is key. CARE has designed eight programming principles or interventions for understanding social norms and how we might see them changing. The principles include: (i) find early adopters; (ii) building support groups of early adopters; (iii) using future oriented positive messages; (iv) open space for dialogue; (v) facilitating public debates; (vi) expect by-stander action (building community and accountability); (vii) showing examples of positive behaviors in public; (viii) mapping allies and engaging their support. CARE has vast experience translating social norms theory into practical measurement tools for development programming, featuring the use of CARE’s Social Norms Analysis Plot (SNAP), a new framework developed to measure if and how norms are changing; qualitative vignettes; and

survey questions. CARE's SNAP Framework has been used to explore linkages between data collected and the eight programming principles in development sector. Social norm change is long term and this poses a problem in humanitarian settings. Adapting and developing suitable approaches and tools (including appropriate technologies) is yet to be explored for the humanitarian sector.

4. IMPACT GOAL

People of all genders affected by crisis demonstrate healthy relationships, positive attitudes, beliefs and practices such that GBV in emergencies is condemned at individual, household, community and societal levels.

To achieve this impact goal, it would be important to build on existing expertise on addressing and measuring social norms change as practiced in development sector programmes, exploring the linkage between data collected and the programming principles for their application in emergency settings. This would further provide insight to improve programmes that have a focus on the prevention and risk mitigation of Gender Based Violence in emergencies. It would also serve to improve existent monitoring, evaluation and accountability systems in humanitarian settings, facilitating humanitarian actors with necessary information to help teams improve the gendered approach of their work.

CARE proposes to build on existent experiences in the development sector following a route of adapting existent frameworks, tools and approaches for their application in humanitarian action. As CARE already works with diverse local partners to fight against this challenge in the majority of its current programming portfolio, start-up and implementation should be highly impactful and quickly operational (and thus cost effective and efficient). Partnerships and collaboration with diverse stakeholders would be key to this process of innovation, in addition to participatory approaches to inform all stages of innovation process.

5. ASSUMPTIONS MADE

The following assumptions have been made in determining this challenge:

Social/gender norms may unequally impact across gender lines, but CARE fundamentally understands that finding a better balance, and thus means to approach, within social/cultural norms and existing power structures will only be achieved through the involvement of men and boys in the greater conversation/programming.

Conflict between state and non-state armed actors/groups will continue to put pressure on the divisions and spaces related to existing social/cultural norms and power structures.

Spaces for gender/cultural norms will continue to be limited in the household, market spaces, and other key, community spaces.

6. RISKS IN PURSUING THIS CHALLENGE

The following risks are being taken in to account:

Instituting new approaches to addressing (long-held and harmful) social/cultural needs and power structures, especially with men and boys, holds the potential to promote negative social/cultural perceptions within targeted communities, at least initially;

Related to the above risk, there is a possibility of community resistance to new approaches;

Short time frame for implementation may be a risk and the ultimate challenge in humanitarian settings to show chase the value add and results, as increasing agency and changing relations requires time.

7. NEXT STEPS

Search for existing solutions before attempting to invent something new;

Explore diverse partnerships for collaboration and to inform the innovation process;

Applying/examining lessons learned for current CARE programming (and policies and frameworks) addressing approaching social/cultural norms and existing power-structures;

Finalizing target groups (number of beneficiaries and geographic reach);

Selecting a new approach which incorporates current CARE technology and approaches; and design a participatory process to adapt for humanitarian settings;

Reflecting with community and implementing this approach in humanitarian action.

Continued exploration, learning and reflection.