

MONITOR AND SUSTAIN: TOOLS 3.15–3.16

Monitoring and evaluation are both essential in measuring baseline information and the positive and negative impacts of your project and community initiatives. Gender-specific indicators about economic, environmental, and social aspects of the project and community initiatives will allow you to assess what is working, what is not working, and where changes need to be made. These indicators give you a way to measure the extent to which attitudes toward your company's project are changing and the reasons for the change. A careful and thorough monitoring and evaluation process is the only way to determine the effectiveness of your community engagement projects and programs in narrowing gender gaps in project-affected communities. It is important to note that monitoring tools are more impactful when they are part of a larger action plan (such as a gender action plan) that ties indicators to specific actions, timelines, and responsible parties within a company. The indicators should also be binding at the highest leadership level of a company; i.e., accountability and reporting should be reported to senior leadership.

Design of Monitoring and Evaluation Processes for Community Engagement Initiatives

If possible, the monitoring and evaluation should include participatory processes that involve women and men from the community, such as participatory rural appraisals, key informant interviews, outcome mapping, and community scorecards (See [TOOL 3.16](#) for more on this.) Other useful instruments include supplemental quantitative surveys and evaluations with both mixed and same-sex focus groups. Key elements of a careful and comprehensive monitoring and evaluation process include the following:

- Evaluation of activities' positive and negative gender impacts
- Monitoring that is well organized, carefully planned, and frequently recurring: Build this into your multi-year project and community engagement plans and budgets.
- Activity-specific customization
- Partnership with the community to ensure diversity of gender, race, and socioeconomic status: Community members should be involved at all stages, from the designing of indicators to ongoing data collection and monitoring and the evaluation phase.
- Adaptation and improvement of project and community initiatives as determined by results of monitoring and evaluation
- Repeat assessments at regular intervals during the project cycle, such as during significant changes like expansions: This allows for measurement of social, environmental, or economic changes and the extent to which they can be attributed to the project.

Well-designed indicators are key

When creating your monitoring and evaluation framework, be sure to include indicators that are:

- Gender sensitive
- Linked to both local level and strategic gender targets
- Reflective of changes in the social status and roles of women and men
- Determined by the company and the community
- Inclusive of both qualitative and quantitative factors
- Reinforced by reliable data from the assessment phase, along with regular updates