

“Stop Violence against Women”

(January /2015 – December/2016)

Community Media Center (CMC)

Final Evaluation Report

(January-March, 2017)

(Palestine- Gaza Strip)

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List of Acronyms and Abbreviations:

VAW	Violence against Women
FGD	Focus Group Discussion
GBV	Gender Based Violence
TOR	Terms Of Reference
PCBS	Palestinian Central Bureau of Statistics
KII	Key Informant Interview
M&E	Monitoring and Evaluation
RBP	Results Monitoring Plan
CSO	Civil Society Organizations
CBOs	Community Based Organizations
NGOs	Non-Governmental Organizations
INGOs	International Non-Governmental Organizations

1. Executive summary:

1.1 Project Brief description of the context:

Palestinian women still experiences a significant amount of discrimination within the society as many women are abused and still don't report it. According to Independent Commission for Human Rights report for 2013, the human rights context in Palestine is very bad especially in the Gaza Strip. The report reveals shocking statistics of the increased violations in the Gaza strip by the Israeli occupation, Government of Hamas and individuals. The report showed 7% increase of complains of torture, honor killing and violence against woman. The context analysis reveals the real actors leading to this phenomenon and main challenges including general situation, occupation and Siege, poverty and unemployment and traditions. According to the Bureau statistics report for 2012 and 2013, almost 50% of the Gazan women have been subject to violence in its different forms. According to the World Bank estimates, over 80% of the Gazans are under the line of poverty while unemployment reached 65%. The level of poverty in Gaza strip and how this would affect the individuals by bringing new psychological disorders and pressure, as the one cannot provide essentials of living for him and his family, developed a feel of weakness, so he tended to show off his power over his spouses and dependents, being the responsible and powerful party of the family especially after the tight siege imposed on the Gaza Strip which helped in increasing rates of poverty and unemployment due to the closure and economic deterioration.

Battered women have very limited avenues for expression. Customs and mores frown upon women who accuse their husbands of such acts, considering their accusations rude and unacceptable. The frequency of these attacks is increasing because women prefer to remain silent. About 66% of battered women chose to remain quiet, while 37.7% of them leave their husbands and flee to their families. Only 0.7% approach women's centers, according to the Bureau of Statistics study.

Based on the above shocking fact, CMC designed this project which aims to contribute to combat violence against woman by using media. CMC implemented a two- year " Stop violence against women" project, in partnership with and Funded by United Nations Trust Fund to end violence against women.

1.2 Purpose and Objectives of the Project Evaluation

This is the final evaluation of CMC project "Stop Violence against Women" that commenced in 1st of January 2015 and ended in 31st December 2016. Project evaluation is commissioned in order (a) to scale up and replication of the initiative (b) to support, based on recommendations and lessons learnt extracted, enhancement of a wider national response to Violence Against Women (VAW) in Gaza Strip (c) to ensure accountability towards donor and communities by reflecting the voices, opinions and

experiences of the beneficiaries and stakeholders involved in this project and (d) to support CMC to refine its projects plans and take actions on the ones are going forward.

This was a mandatory final project evaluation required by the UN Trust Fund to End Violence against Women. The main users of the evaluation include the stakeholders involved in the implementation of the project and other actors relevant for the advancement of the violence against women (VAW) agenda (relevant Ministries, Gender national infrastructure, local institutions, civil society, academia), UN agencies involved in the project and international partners supporting efforts to combat VAW in the Gaza Strip.

The objective of the evaluation was

- a. To evaluate the entire project in terms of effectiveness, relevance, efficiency, sustainability and impact, with a strong focus on assessing the results at the outcome and project goal.
- b. To generate key lessons and identify promising practices for learning
- c. To provide CMC and media sector in general, the donor, women organization and other institution combating VAW with actionable recommendations for programmer's planning of future interventions.

This evaluation consequently aimed to provide guidance for future CMC programs in Gaza Strip on VAW and a continuous role for UN in the context of support for the NGOs in its commitments toward attaining the goals of ending violence against women in Gaza Strip.

1.3 Scope of the Evaluation

This evaluation covered the entire project duration period and covered all the project beneficiaries with a focus on the main target beneficiaries. The evaluation aimed to cover results achieved on both the primary and secondary beneficiaries at the outcome and goal levels. Project primary beneficiaries included female media graduates and women of ages 18-50 years from all Gaza Strip Governorates. Whereas secondary beneficiaries included men from different ages over all Gaza Strip governorates. The final evaluation assessed relevance, effectiveness, efficiency, impact, knowledge management and sustainability of the project. This evaluation also makes recommendation for the design of future CMC operations on VAW in Gaza Strip.

1.4 Evaluation Components, Criteria and Evaluation Questions

As outlined in the evaluation TOR, a set of question was recommended for each evaluation criteria. These evaluation questions were central to the conduct of the evaluation. The original questions from the evaluation TOR were retained and new questions have been added in order to enrich the evaluation while retaining the intent of the TOR. The data sources and methods to address each of these questions have been defined in advance in order to streamline the evaluation process (**see Annex 2 of the Inception report**). The evaluation reviewed, analyzed and provided conclusions and recommendations on the following:

- The degree to which the project activities listed in the project document have been successfully implemented and the desired goal, outcomes and outputs achieved.
- Relevance of the Project in view of the national policy framework for preventing and combating violence against women in Gaza Strip.
- Factors that contributed to effectiveness or ineffectiveness.
- Efficiency (e.g. the approach to project management including the role of stakeholders and coordination with other development projects in the same area).
- The approach of project management, including the role of stakeholders and coordination with other development projects in the same area.
- The extent to which the target beneficiaries have benefited from the project activities.
- The level of beneficiaries' satisfaction with project implementation and results.
- Lessons learned and generated recommendations on possible modalities of work and potential for continuation or up scaling of this or future similar initiatives.

1.5 Methods of Data Collection and Analysis

The Evaluation methodology utilized a combination of quantitative and qualitative methods with a heavier focus on qualitative methods to ensure that the voices of those involved and affected dominate. The collection of evaluation data was carried out through a variety of techniques ranging from desk review, KII, survey and FGD. The analysis was built on triangulating information obtained from various stakeholders' views as well as with secondary data and documentation reviewed by the evaluation team. The primary methods employed for the evaluation purposes included:

1.5.1 Project Desk Review

The evaluation team reviewed all the documents related to the project which have been provided by CMC to the evaluation team. These documents include final report, work plans, progress reports, baseline study, proposal and the research study. The document review addressed two project outcomes with assessment of the respective output and activities within each outcome. In fact, the document review gave the evaluation team thorough understanding for project, its processes and achieving progress towards outputs, outcome and goal.

1.5.2 Key Informant Interviews with key project actors (KII)

Qualitative KII interview was conducted with the project staff. Questions were developed for the semi-structured interviews with project staff taking into consideration that the questions were in compliance with the main questions mentioned in the ToR and additional probing questions have been added as needed. These interviews helped in assessing beneficiaries' satisfaction with the services they have received from the implementing agencies working within each of the focus/activity areas and helped to collect information on promising and innovative practices.

1.5.3 Focus group discussions (FGDs)

Qualitative data was obtained through conducting a series of focus group discussions with the primary and secondary beneficiaries. Two focus groups conducted for the primary beneficiaries 30 women media graduates. In addition, to 10 focus groups conducted for the secondary beneficiaries. The purpose of the focus group was to obtain the beneficiary perception about the impact of the project and aim to provide qualitative insight into the views of the beneficiaries on the project design and implementation. The questions were based on the main questions in the ToR with additional probing questions added as needed.

1.5.4 Questionnaire

Structured close ended questionnaire was developed based mainly on the ToR questions taking into consideration that the data collected will meet the project objectives. Validity and reliability of the questionnaire checked before distribution the questionnaire. The questionnaire consisted of two parts: Women demographic part and awareness workshop part. The awareness workshop part comprised of the three main fields: content delivery, trainer performance, general satisfaction. Five rating Likert type

scale (1-5) was used (strongly disagree, disagree, do not agree or disagree (neutral), agree, strongly Agree).

1.6 Sampling

The number of the primary beneficiary is 30 female media graduates so the evaluation team conducted two focus group to include primary beneficiaries. The primary beneficiary is 764 women from all the Gaza Strip. The sample size was 130 beneficiaries at confidence level 95% or significance level 0.05 and the sample size was 60 for the population of the secondary beneficiary 611 from public and local organization at confidence level 95% or significance level 0.05.

1.7 Ethical Considerations: The evaluation was in line with the principles of the UN Evaluation Group's norms and standards (in particular with regard to independence, objectiveness, impartiality and inclusiveness) and was guided by the UN ethics guidelines for evaluators in accordance with the UNEG's Ethical Guidelines for Evaluation. As noted above, the stakeholders were consulted during the inception phase concerning the design of the evaluation. All interviews were conducted in private and respondents were informed of the goals and objectives of the evaluation. All questionnaires were designed with a consistent set of precautions for informed consent that ensured respondents understood that participation was voluntary and confidential. Respondents were informed that none of their responses would be linked to their names.

1.8 Analysis: Findings were validated based on the consistency of results across all data sources, with an attention to all of the evaluation criteria specified by the TOR. The analysis entailed triangulating information obtained from the desk review, the interviews (stakeholder, training follow-up and client/beneficiary) and other documentation. To the extent feasible, all interview data were entered on the same day they were collected into database using simplified coding with a provision for entering salient qualitative comments and key qualitative findings. Each focus area was reviewed for progress within their respective component activities; each activity was assessed based on a synthesis of the observed results in the desk review criteria matrix, interview data and analysis of related financial information.

1.9 Process Overview

The primary objective of the evaluation is to the degree to which the project objectives and indicators as identified in the logical framework were met. In other words, the principal objective of the evaluation is to determine the effectiveness and the fulfillment of the contractual obligations as per CMC approved proposal with UN Trust Fund to End Violence against Women. Furthermore, it will focus on assessing the project effectiveness, efficiency, relevance and accountability to beneficiaries.

Evaluation Context CMC, through the financial contribution of UN Trust Fund to End Violence against Women, implemented the Violence against Women (VAW) Project from 1st January 2015 to 31st December, 2016. The principle objective of the project is “women and girls in the Gaza Strip feel more able to speak out against VAW/G and seek support through access to information and a more supportive media that improves public attitudes and perceptions”.

During the evaluation, 2 FGDs were conducted with the 30 female media graduates, in addition, 10 FGDs were held; eight targeting women, two targeting men, and two targeting female media graduates. Furthermore, three Key Informant Interviews were held with various project stakeholders (CMC Director, project coordinator and Project Monitoring Specialist). The methodology was informed by the requirements of the Terms of Reference (see ANNEX 1), the implemented action and, most importantly, project resources and time available for the evaluation. The evaluation methodology, lists of evaluation activities and participants are presented in ANNEX 2 and ANNEX 5 respectively.

The evaluation team comprised of two senior projects evaluation experts, Mr. Maher Al Saqqa and Ms. Nuha Bashir, in addition to, A professional facilitator supported the evaluation technical team in implementing the field work.

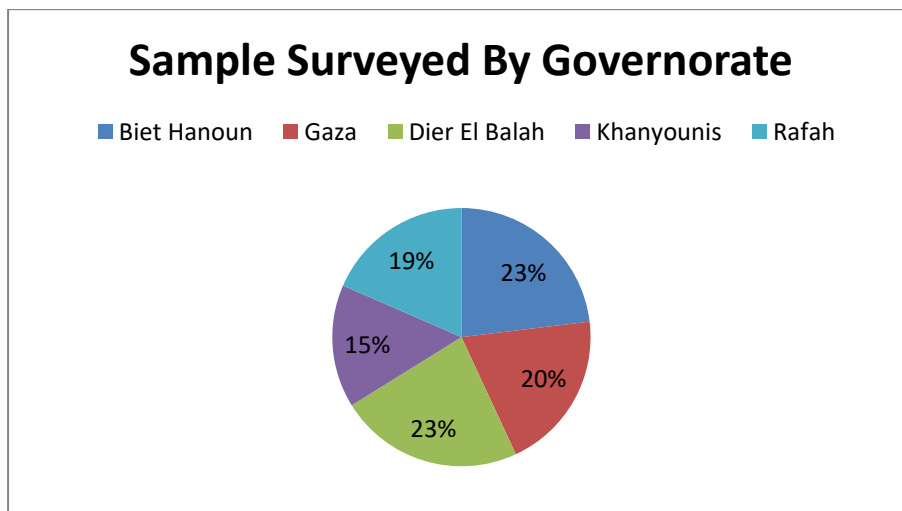
The evaluation process was divided in four phases:

Phase1: document review–The evaluation team cooperated with the CMC team to identify and collect a wide range of relevant documents and data. Based on this, the evaluation team developed the inception report and set out the framework for data collection and specified all the informant stakeholders that able to provide information about the project outcomes, outputs and relevant activities.

Phase2: Data collection phase-an intensive 1-week evaluation mission was implemented from 22nd of January 2017 to 31st of January, 2017. In this phase, the evaluation team conducted 2 key informant interviews with CMC project management and project monitoring consultant, and conducted 8 FGDs (2 FGD in North of Gaza, 2 FGDs in Gaza, 2 FGDs in Dier El Balah, 1 FGD in Khanyounis, 1 FGDs in Rafah). The total number of respondents is 125. Also, 2 FGDs were

conducted for men (1 FGD in Gaza and 1 FGD in Khanyounis). The total number of participants was 35.

The questionnaire was administered with 130 women from different areas (Gaza North, Gaza, Dier El Balah, Khanyounis and Rafah). The chart below shows that 23% of the samples surveyed are from Gaza North governorate (Biet Hanoun), 20 % from Gaza governorate, 23% from Dier El Balah (Middle area), 15% from Khan younis and 19% from Rafah. Thus, the data collection phase was considered of representative coverage for the targeted geographical areas.



Phase 3: Drafting the Evaluation Report: The information collected was analyzed and the evaluation team prepared the draft evaluation report within the planned duration in the inception report.

1.10 Evaluation Key Findings:

Overall, the evaluation found the project was highly relevant, highly effective, efficient, and has a positive impact, with sustainable outcomes.

Relevance: The project is found to be in line with the CMC strategy and also the project was found relevant to National Strategy to Combat VAW (2011- 2019). The extensive working experience of CMC in the Gaza Strip, established track record in Violence against women program) and close relationships with local partners provided CMC with the great advantage of already having a good in-depth knowledge of the targeted beneficiaries who are generally women and girls being exposed or might be exposed or will be exposed to violence and also who are deprived from their rights as women , in addition to the baseline study conducted at the beginning of the project . This has added considerably to the relevance of the project intervention.in terms of the project being built on a good understanding of the context and situation of women in Gaza Strip and also was informed by the

baseline study, prior experience and projects and also based on a number of assessments and reports done by other stakeholders

The evaluation has noted the good quality of baseline study and the clear link between it and the project design. Overall the evaluation believes that CMC, whether directly through its own resources or indirectly through its vast network of various community structures, made extensive use of participatory appraisal tools and subsequently made appropriate efforts to involve beneficiaries in the assessment phase. This participatory approach was well received by partners and beneficiaries and has encouraged self-reliance and ownership. CMC's strong institutional capacity has resulted in the design and implementation of activities that were appropriate for the context, the culture and the targeted beneficiaries.

Effectiveness: The project was able to meet its set objective, namely *“women and girls feel more able to speak out against violence against women in Gaza and seek support through access to information and a more supportive media that improves public attitudes and perceptions”*. The VAW project provides a good example of clear project design with appropriate, achievable and measurable objective and results which are essential for effective project implementation and M&E. Also, the overall targeting of the project was generally good especially for female media graduates selection and also the geographical targeting was well selected. To the degree possible, participation of community was evident and systematically ensured through awareness campaign.

The whole intervention to stop violence against women, train and motivate female media graduate, public awareness, research study, media products & media campaigns, mobilization of female media graduates' activities were effective and results of those were visible at the time of the evaluation as confirmed by the interviews, focus group discussions and survey. The VAW project produced a variety of different materials, which were presented in numerous public events that took place during the project implementation with over a large participation in these public events. The media products available online, radio episodes were functional and widely known, media campaigns within radio and the radio episodes addressing VAW.

Efficiency: In general the project activities were implemented in a timely manner and within budget. The project was supported by implementation schedules and a logical framework which guided the implementation process and enabled professional delivery and monitoring. Documentation review and various evaluation discussions revealed that time and resources were well spent, plans and schedules were made and generally followed.

Overall, resources were allocated in an efficient manner that resulted in significant impact to most beneficiaries in most activities.

Impact: The evaluation found the project to have made a considerable impact on the lives of the female media graduate and women beneficiaries. Targets have been met for all of the indicators.

The project had a positive impact on many segments of the populations including female media graduates, women, men, women centers as providers and also this impacted the community. The impact could be observed in the increased knowledge of female media graduates, women and men about VAW, women rights, protection, gender, etc. Women participation in the documentary film and unfolding their names is considered an immediate impact of the awareness workshops of women and seen as the translation of the awareness campaign objective.

Sustainability: Overall the sustainability of most of the activities under this project was assured through the planned inclusion of these in the forthcoming framework of a recently funded project. Sustainability of the training for female media graduates can be said to be ensured, as the 30 trained female graduates will be the media advocates for the issue of violence against women. Also, sustainability is also ensured by increased knowledge of media graduates, women and men about the VAW. The research study, the 114 media products, radio episodes, the documentary film are considered a number of sustainable aspects of the project. The trained media graduates always will prioritize the topic of violence against women and will be advocates for it. .

Knowledge Management:

The evaluation found that the project team has properly managing information and knowledge towards systematically create, share and apply knowledge to better achieve the project objectives. During the project, the project team compiled and synthesized information and data producing a diverse range of information products (baseline survey, research study, reports, leaflets, etc.). Also, the desk review showed that the preparation for learning events and workshops and carrying out dissemination of publications (research study findings and documentary film) were as appropriate.

There are important lessons learned from the project implementation that should be noted such as increasing the number of men workshops in Gaza Strip, separating men from the woman in the awareness workshops appears to be more accepted, ensuring good coordination and consultation with civil society and community and activities has a positive reflection on the project. Also, there are important promising practices during the project implementation which can be replicated in similar interventions. One of them is that the conducted workshops were not normal lecturing workshops, but it included incentive aspect such as the presentation of the film; it a motivated women and catching their minds.

Accountability: The project was found accountable to beneficiaries. Information was made publically available to beneficiaries directly by CMC or through its network of local partners. Different media, radio, social media based on type of information and beneficiary preference, were used for

information sharing. CMC exhibited good practice in involving and consulting stakeholders at different stages in the project cycle and through a number of activities. CMC succeeded in utilizing and mobilizing different local structures which facilitated reaching the most affected areas, targeting the right beneficiaries and involving beneficiaries throughout the project.

2.0 Description of the project

2.1 Project duration, project start date and end date

CMC implemented a two- year " Stop violence against women" project, in partnership with and funded by United Nations Trust Fund to end violence against women. The project started on 1st January 2015 and ended on 31st December. 2016. CMC has achieved the project activities completely. The project aimed to contribute in combating violence against woman through media.

2.2 Description of the specific forms of violence addressed by the project

CMC addressed in the project the domestic violence (mainly husband) which is when someone uses abusive behavior to control and/or harm a member of their family, or someone with whom they have an intimate relationship. Family violence is not just physical violence. A person can be the victim of one or more forms of violence or abuse including: physical abuse, sexual abuse, emotional abuse, financial abuse, and neglect.

The problem of domestic violence and violence against women in general is not limited to laws that don't protect women; rather, it is a societal issue related to society hierarchy and traditional norms of favoring males rather females. Hence, CMC addressed the violence against women through media and awareness raising.

2.3 Main objectives of the Evaluation

The overall objectives of the evaluation are to : evaluate *the entire project in terms of effectiveness, relevance, efficiency, sustainability and impact, with a strong focus on assessing the results at the outcome and project goal, to generate key lessons and identify promising practices for learning and to Provide CMC and media sector in general, the donor, women organization and other institution combating VAW with actionable recommendations for programmer's planning of future interventions.*

2.4 Evaluation Main Findings:

The following section discusses the project based on the evaluation criteria of relevance, effectiveness, efficiency, sustainability, impact and knowledge management at the project goal and outcomes level.

The project outcomes, which are the focus of the evaluation, are meant to contribute to the project overall goal to create a social environment that will contribute to reducing violence against women through media in Gaza Strip. The evaluation team read the theory of change of the project as aiming to improve the quality of life and women by focusing on combating violence against women and improving protection from violence against women.

Goal: women and girls in the Gaza Strip feel more able to speak out against VAW and seek support through access to information and a more supportive media that improves public attitudes and perceptions.

Outcome 1: Media sector increases advocacy (with the focus on women in the media) to improve public perceptions and attitudes about VAW.

Outcome 2: The public are more aware and sensitive about VAW/and women and girls know how to seek support through media campaign and information.

2.4.1 Relevancy:

This section discusses the project relevance through examining the needs identification basis and their consistency with the objectives of CMC.

2.4.1.1 Relevance to context

FINDING 1

The extensive working experience of CMC in the Gaza Strip, established track record in programming such kind of projects (VAW) and close relationships with local partners provided CMC with the great advantage of already having a good in-depth knowledge of the communities affected, before carrying out any assessments. This has added considerably to the relevance of the project intervention. Nonetheless, the project was built on a good understanding of the context and situation of women in Gaza Strip and also was informed by research study and thorough baseline survey.

The project was found relevant across all intervention areas. It was based on strong understanding of the local context and was effective in meeting the needs of the targeted beneficiaries'. The match between identified problems and needs and the project design and implementation was evident and well structured.

2.4.1.2 Relevance to CMC

The evaluation has noted the good quality of baseline survey and the clear link between it and the project design. Overall the evaluation believes that CMC, whether directly through its own resources or indirectly through its vast network of various community structures, made extensive use of participatory appraisal tools and subsequently study and baseline survey made appropriate efforts to involve beneficiaries in its phases.

CMC' strong institutional capacity has resulted in the design and implementation of activities that were appropriate for the context, the culture and the targeted beneficiaries.

This project contributed to the strategy of CMC in which CMC target groups are women and youth and in this project, the project targeting was within CMC strategy. And the causes that were covered were violation of human rights like women. Also, CMC was addressing the issue of VAW through media.

FINDING 2

The project is found to be in line with the CMC strategy and also the project was found relevant to National Strategy to Combat VAW (2011- 2019)

The Project is found to be relevant in relation to National Strategy to Combat VAW (2011- 2019). The cause of violence against women is one of the causes that were put on the agenda of the ministry of women affaires and other international institutions, they together are contributing to fight violence against women and the media was one of the main components of the strategy so this project is found to be in line with the national strategy.

2.4.1.3 Relevance to Beneficiaries

At the level of the project outcome (1), the key informant interviews with project management and FGDs with primary beneficiaries of the project underlined that activities under this outcome confirmed that the project activity namely the delivered trainings to female media graduates has addressed the relevant needs of media female graduates professionally wise.

Also, FGDs with the female media graduate showed that the project worked well in terms of targeting female media graduates and selection of such target in particular which is considered two dimensional selection as of female and of media graduates. One of the female media graduates highlighted that, "**We were lacking some skills and knowledge in terms of media skills such as how to document VAW, photography, gender & better utilization of social media, how to write media reporting, etc. The project comes to fit in these gaps**".

At the level of project outcome (2), the project responded to the common but often misunderstood problem of violence against women. The awareness workshops was relevant as its subject content reflect both prevention (understanding gender and gender dimension of violence) as well as response to Gender Based Violence (GBV) for men and women at the domestic level and out of the domestic setting. In relation to this, the majority of surveyed women showed that the awareness workshop content were relevant to violence against women addressed relevant rights and needs of woman to stop violence against them. Further, it has been noted by the project key informants that in the number of women who attended the workshops was higher than the requested number and that was a good sign indicating that such workshops were needed and women are willing to attend.

The evaluation confirmed the relevance of all activities under Output 1.1, 1.2 under Outcome (1) and the output 2.1, 2.2 under the Outcome (2) as it was clearly shown that all of the project outputs were relevant to the achievements of the project outcomes.

2.4.2 Effectiveness

This part of the report deals with the project effectiveness in terms of its standards of design, likely achievement of objectives and the factors and processes affecting the achievement of the overall goal and the attainment of its objectives. Finally, this section discusses the targeting practices of the project beneficiaries.

2.4.2.1 Project Design

At the level of Project Standards of Design, given the fact that CMC has more than 10 years of experience in the field of community media, women rights advocacy, different local community issues the evaluation found that from a design point of view, the VAW project was prepared with the benefit of such long years of experience from pervious projects. The project placed a great emphasis on partnering with local community organizations. Also, CMC was able to identify one of women issues that emerged strongly in the Gaza Strip and addressed it through the awareness sessions for women & men and media products and the research study.

FINDING 3

The VAW project provides a good example of clear project design with appropriate, achievable and measurable objective and results which are essential for effective project implementation and M&E.

2.4.2.2 Selection of beneficiaries

Effective targeting of beneficiaries is probably the most problematic part of carrying out any project; especially in areas such as the Gaza Strip as there are numerous players of NGOs, INGOs, CSOs which are working on different women issues and in scattered geographical areas; thus a focused and well defined targeting is a plus. In this regard, the targeting in this project worked well in terms of identifying the most relevant geographical areas/neighborhoods of the Gaza Strip governorates. The specific areas were targeted inside GazaStrip governorates including: Alshuka at Rafah governorate, Qa3 elQren and Albatn Alsameen at Khanyounis governorate, Abu Alajeen and Deir Albalah camp at the middle area, Alzaiton and beach camp at Gaza governorate, Jabalia camp at the Northern governorate. It is widely known and reported in different public reports that all of these areas are poor, over populated, marginalized and most of them are at the border line and subject to the repeated Israeli Army incursions and also such areas lack basic services, serious interventions and witness high rates of violence. The evaluation believes that CMC made an effort to ensure that beneficiaries were correctly and fairly identified.

FINDING 4

The overall targeting of the project was generally good especially for female media graduates selection and also the geographical targeting was well selected. To the degree possible, participation of community was evident and systematically ensured through awareness campaign.

2.4.2.3 Achievements and deliverables

The evaluation found that VAW Project has met its intended objectives. The project achieved its goal with regard to direct beneficiary namely women media graduates. They became more competent and sensitive to address VAW and highlighted it as human rights violation.

At the level of project outcomes, the two developed outcomes were found to be directly driven from the project goal and supported its achievement. The project was effective in the provision of trainings about woman rights and violence against woman to a total of 30 female media graduates and equipping them with knowledge and skills that enable them to prepare media materials addressing the issue of violence against women. Also, the evaluation confirmed that the project was also effective in terms of CMC coordination with 20 of CBOs in various governorates of the Gaza Strip to hold 20 awareness workshop and reached 611 men and 764 women of all ages to raise their awareness about the phenomenon and consequences of violence against women, awareness workshops were implemented inside CBOs through which parts of the results of the study and the implications of the phenomenon of Violence against women and presented how it can reduce its occurrence in the community, and the posters distributed to grassroots organizations where the workshops implemented, and also distributed the brochures on the attendees.

The FGDs with female media graduates showed they become more confident of their capabilities to speak out about VAW. Their writings focused on the role of local law and justice in protecting women's and girls' rights. Also, they were able to speak to public about VAW through life dialogue on local radio and TV stations. Furthermore, the 114 media pieces which were produced during the lifetime of the project signified the role of media in highlighting and sensitizing VAW was increased. The project supporting documents and reports in addition to the project key informants highlighted that there was a unique experience that 19 media and news agencies in Gaza strip and one regional news agency mobilized and published 114 media materials produced by trained women media graduates. Another local radio hired one of the media graduates and established a new women program to discuss all women issues including VAW. Women media graduates participated in different social media campaign advocating for stop violence against women and for promoting women rights with other organizations that impressed by the successful social media campaign carried out through the project.

The evaluation found that 90% of the surveyed women indicated that the awareness workshops opened a safe and free place to women to speak out about the violence they subjected to. During the FGDs, the majority of the participant women spoke openly and described in details how they were abused by their husbands. Other women in the focus group discussions showed high openness while speaking openly about their experiences. Most of the FGDs participant women indicated that they previously never speak to anyone about what violence they have been subjected to, but after attending the workshops, they started to be more aware of their rights to speak and seek assistance.

Similarly, the FGDs with men indicated that they evaluated the workshop about violence against women as useful in terms of raising their awareness about women rights. One of participated men said, "**After attending the workshop, I learnt that if I make my wife happy I'll be happy and thus we should respect women, and avoid any violence towards them**". Other participant men put stress on that both women and men should respect each other to avoid any type of violence.

Such testimonies clearly showed the expected longer term impact of the project on the lives of the people despite the relatively short duration of awareness workshops allocated for this activity. The FGDs conducted revealed that 90% of the participant women and men were satisfied with the project awareness raising workshops they received; while the other 10% were also satisfied but are still looking for longer awareness workshops and to include both wives and husbands. In addition, all key informants agreed that the project has achieved its objectives.

Also, the analysis of the survey results comes in conformity

with the results of the FGDs as 99% of the surveyed women (129 respondents) confirmed that the awareness workshops provided them information on all available organizations which provide services to women who suffer from violence. Also, the awareness workshops reinforced women concept towards advocacy to get their rights and enabled them to provide

and convey the information about violence against women to their peers, friends, and neighbors. Furthermore, above 90% of the surveyed women (117 respondents) stated that the awareness workshop helped them to create conducive environment that enable to prevent violence against them.

At the other hand, women indicated that there is still a pressing need to launch different and regular social initiatives speaking about VAW and how to reduce such phenomenon.

Public awareness, the conference, the documentary film, the social media campaigns, mobilization activities with media graduates, all were found effective and results of those were visible at the time of the evaluation as confirmed by the key informant interviews and FGDs and survey. One of the key informants indicated that "**I think this project is one among other projects which we can see its tangible results on the ground, especially when it comes to the female media graduates whom we trained. for the first time, they were able to face camera and set in interviews to talk about violence against women. They become very confident and able to speak up. This is a**

FINDING 5

90% of the participant women and men were satisfied with the project awareness raising workshops they received; while the other 10% were also satisfied but are still looking for longer awareness workshops and to include both wives and husbands.

FINDING 6

Participant women indicated that there is still a pressing need to launch different and regular social initiatives speaking about VAW and how to reduce such phenomenon.

big progress and success for the project. The produced media pieces were very good in quality and are used to support the issue of VAW. We produced a documentary of women speaking about their cases. This film was shown in all the workshops which encouraged women to speak and not to be afraid “

Also, one of the results of the research study is that CMC should target and focus on men to make them aware of violence against women especially that they are mainly the reason behind it. More to the point, CMC submit a project proposal depending on this finding to target men and fortunately they manage to win it.

2.4.3 Efficiency:

The evaluation discusses the project efficiency through examining how the input resources have been allocated and used to implement activities and achieve results. Furthermore, it evaluates the efficiency of the project progress with respect to project plan, organization and management as well as monitoring and reporting.

2.4.3.1 Project Time Schedule

The project implementation was found overall timely and within budget. Namely, with regard to Outcome 1,2 the project documentation shows that no major delays and carry-over of the activities happened that could be caused by the project management and surrounding work environment. Based on the semi-structured interviews with project management, almost all of the informants felt that the inputs and outputs were timely.

2.4.3.2 CMC Management

FINDING 7

The project activities were broadly implemented according to plan; they were carried out efficiently and responded to the needs of the targeted beneficiaries and communities. Project implementation was

The project exhibited good management practices as reflected by activities management and organization. both the project team and beneficiaries, were very satisfied with the project management system. The adopted management system provided for active involvement of female media graduates especially in radio episodes and the production of media pieces, local partners, trainers and any other stakeholders. It has been found that regular brief meetings were held where the activities and progress were reviewed.

timely, within budget and exhibited good management and organization practices.

Desk review and discussions with the project team revealed that the project has a competent team with notable commitment to the project message and with an excellent capacity to work. The committed, high motivated and properly assigned team has enabled meeting the project outputs. The investment in capacity building of local staff that has grown with the organization has proven worthwhile and was found most efficient.

2.4.3.3 Project Design

The project design reflected sound understanding of the local context as it was based on direct work with the community, situation analysis, and collection of information from different stakeholders. CMC has formally organized its partnership relation with various Community Based Organizations (CBOs) as CMC coordinated with 20 of CBOs in various governorates of the Gaza Strip to hold 20 awareness workshop targeting 1,000 men and women of all ages to raise up their awareness about consequences of violence against women.

The project was drawn-out in the form of a logical framework. The logical framework was used as a mean of clearly stating objectives, underlying activities and inputs/outcomes. The logical framework was a living document and relevant indicators were regularly updated to reflect any modification. The evaluation found this practice extremely useful and enhanced the overall management of this project.

FINDING 8

The project was drawn-out in the form of a logical framework that was used as a tool for planning and management. The logical framework was a dynamic outline for the project outputs and outcomes.

The FGDs participants and survey respondents were asked to comment on the qualifications and capacity of the facilitators. There was positive feedback on both of these issues. For example, the below survey item has high percentage of agreement on the facilitators knowledge about women rights issues.

The facilitators was knowledgeable about the woman rights issues	32% of respondents were strongly agree and 67% of the respondents were agree, while 1% of them were neutral
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The CMC staff was viewed as possessing high level of knowledge on VAW issues. Also, the Project Monitoring Specialist has strong praise for the CMC staff managing process for being extremely proactive, have the potential to learn and very flexible.

2.4.3.4 Project Adherence to standards

The evaluation found clear evidence of adherence to visibility standards across the project various activities. This included the use of banners, signs, and logo stickers. Upon the review of the research study, a collection of the project photos, the evaluation found them to present a good tool to highlight and document the project accomplishments.

2.4.3.5 M&E System

At the level of Project Monitoring and Reporting, the evaluation found a number of tools were used for project monitoring and reporting that focused on both outputs as defined in the logical framework and the project outcomes on beneficiaries. Monitoring & Evaluation (M&E) activities were governed and guided by solid baseline survey, RMP with defined inputs and outputs indicators. Follow-up and field monitoring visits were the most used tools for M&E practices. Monitoring reports for collecting both quantitative and qualitative data were in place and regularly used by the project team, in particular, the Monitoring Specialist. Overall, the adopted monitoring system was sufficient and enabled professional delivery and follow-up of progress at the level of all the project activities.

The project exhibited good practice in terms of evaluation. An independent external end of project evaluation was accounted for in the project budget early on at the design phase. The evaluation Terms of Reference (ToR) focused on the major areas defined in the proposal; the objective of the final evaluation is to assess the relevance, effectiveness, efficiency, impact, sustainability of the project and its services and to provide CMC and UN Trust Fund with an independent comprehensive review of project performance, processes and results. The evaluation is intended to ensure accountability towards donor and communities by reflecting the voices, opinions and experiences of the beneficiaries and stakeholders involved in this project. Also, it was intended to support CMC to refine its projects plans and take actions on the ones are going forward. While this end of project evaluation is a standard

practice as per the rules and regulations of UN Trust Fund actions, however, it is also considered an operational evaluation since CMC is actively seeking funding for other projects and from other donors. The evaluation is thus significant in assessing and drawing lessons learned.

2.4.3.6 Project Cost Efficiency

At the level of Project cost efficiency, no detailed review of financial documents was conducted as it was beyond the scope of the evaluation to assess the adopted financial practices. Nonetheless, the financial management and supervision of the project appears to have been adequate. The total approved budget for the project was USD 158,350. The analysis of the budget structure indicated balanced distribution between management and operational activities related costs. The total budget for the project activities to achieve the project outputs and the outcomes was USD 89,034 and the total budget for the management activities including the staff salaries M&E activities, equipment, audit and other indirect costs was USD 69,316.00. Also, there was balanced distribution between the budget of achieving the project outcomes as the budget of the outcome 1 was USD 40,540 and the budget of outcome 2 was USD 48,494. For this modest amount of funding, given the scope and the size of the project, the CMC has made a substantial progress towards combating VAW.

The project document review shows that the project actual expenditures have mostly met the project budget as activities were implemented as smoothly and accurately as possible. The variance between the budget and actual expenditure for achieving the outcome 1 is USD -706.7 while as the variance between the budget and the actual expenditure for achieving outcome 2 is USD 1,523.7. So, the net variance between the budget for achieving the project outcomes and the actual expenditure is USD 817. The variance, mainly, was attributed to allocation of evaluation budget.

Clearly most of the project fund was allocated to provide activities related completely to VAW project.

The evaluation found that the work in this project was carried out efficiently, in the sense that within the chosen strategy, the costs were reasonable.

2.4.4 Impact:

FINDING 9

This section discusses the project impact in the context of the wider consequences of the implemented activities, intended and unintended and positive and negative. Furthermore, it investigates the major factors influencing the achievement or non-achievement of the project objectives, results and incurred differences on the beneficiaries'.

CMC has managed to reach a large segment of beneficiaries throughout the targeted areas in the Gaza Strip.

2.4.4.1 Targeting

The positive impact of the project was considerable. CMC has managed to reach a large segment of beneficiaries (female media graduates, women, men) throughout the targeted areas in the Gaza Strip and met the project targets. Overall, the project has directly benefited more than 611 men and 764 women beneficiaries.

2.4.4.2 Impact at different Beneficiaries' Levels

Equally important as the physical signs of the project interventions was the reported impact of the implemented activities on female media graduates in terms of woman rights and violence against woman and knowledge and skills that enabled them to prepare media materials addressing the issue of violence against women. Also, the impact of awareness campaign on increased knowledge of targeted beneficiaries about VAW issue and raising their awareness about the phenomenon and consequences of violence against women. **The following highlights the impact on the different project stakeholders.**

At the level of media sector and the increased advocacy about VAW, the achieved outputs have certainly impact on improved capacities of women media graduate and increased their awareness and knowledge of women 's right and, VAW and documenting women rights and their technical skills in reporting about VAW. Feedback on trainings and awareness workshops was positive, in terms of their organization, delivery, relevance and effects. Women graduates become able to document women's human rights violation and influence role of media. The evidence shows show that women media graduates become proficient in writing about VAW. Their writing focused on the role of local law and justice in protecting women's and girls' rights. Also, they were able to speak to public about VAW through life dialogue on local radio and TV stations. Women media graduates writing highlighting violence against women and stressed the need for creating awareness among the victim women about their rights, so that they could protect themselves. Women media ability in writing features significantly improved. They use gender language perfectly in media and support their writing by facts and opinions, and can speak freely to media about VAW. Women media graduate trained through the project build their competences about VAW and are capable to lead VAW social media campaign advocating for stop VAW. Feedback from the women

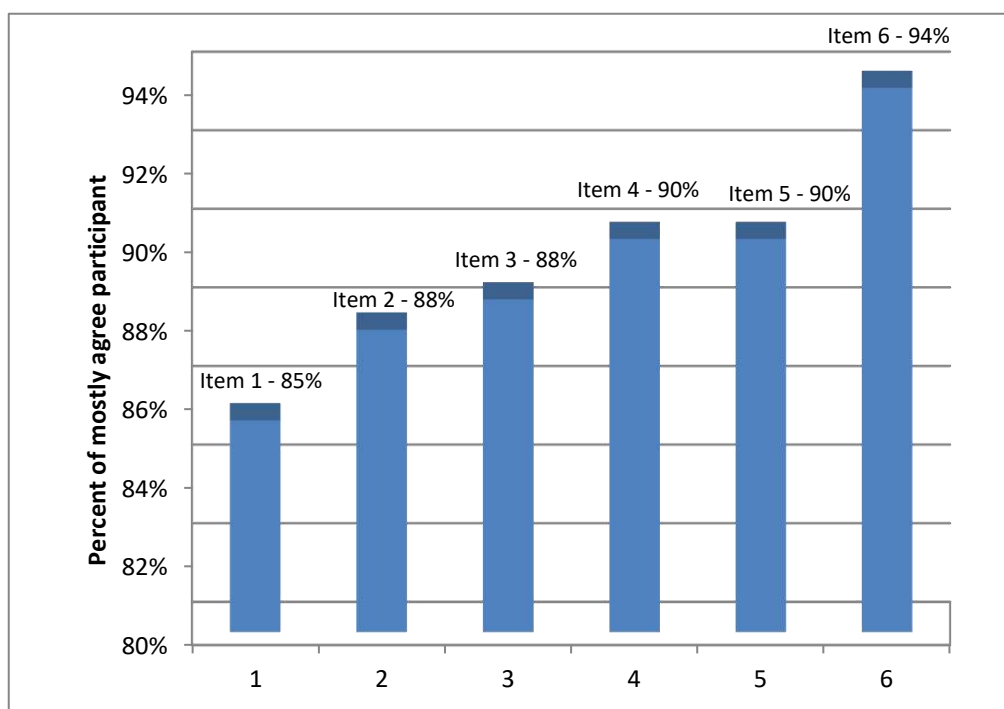
graduates through the FGDs to far extent were positive showed that media graduates are now more aware of violence against women, they are able to find stories to cover and to talk with women directly and as they were not able to do so before the project activities. Now they are more qualified to work on this topic they are able to help women to write about them and cover their stories.

At the level of the public, they are becoming more aware and sensitive about VAW. Women and girls become more aware about how to seek support through media campaign and information. The evaluation found that the project has influenced women and sensitized them on issues of gender equality and GBV so that now they can recognize the forms of violence against them. They are now also familiarized with actions they need to take in situations of GBV. They become able to recognize their own role in the prevention of gender-based violence (mainly husband). One of the FGDs respondents explained clearly, "***The workshop was very useful for me, it helped me tackle the problems I face at home. Now, I know my rights and I can recognize violence against me. Before, we didn't know about ways to prevent the violence and decrease it at least. In our society, we were raised up on the view that is Men can do whatever he wants; he has the power and authority even to beat women in the house. After the workshop, I can recognize how to address violence against me and any violation of my rights. I learnt that women shouldn't allow anyone including men to beat them***".

The change in attitudes of women and girls towards gender issues has occurred as a result of the implemented activities and evidence for this is found in the FGDs feedback; women and girls (approximately 88%) did not know about their rights and being deprived from these rights, laws supporting them, legal entities supporting women issues; after attending the awareness sessions they become aware of all their rights which have been deprived from. For example, women know their inheritance rights when her husband, father, or any member of the family dies and become aware of her right when she gets divorce. Other FGDs participants highlighted that they know their rights orally and never start advocating for them or disseminate any protection reactions towards their rights.

As for the public awareness raising activities, the findings from the FGDs are also similar to the results of the survey that the evaluation team conducted among women who attended the awareness sessions carried out as the part of project activities. The surveyed women show a clear tendency against traditional gender role and to stop violence practices over them. 98% of surveyed women found the awareness session content was clear and useful. Further, 90% of women reported that an increased interest in the topic of women right after the workshop. Moreover, 85% of them believe that they are now better recognize the violence actions against them, and accordingly 90% of them become able to create conducive environment and prevent

violence action against them however some of them reported that they the repeated violent actions against me have been decreased. The below chart showed part of the survey items:



Item 1: The Awareness workshop better recognized the violence actions against me.

Item 2: The Awareness workshop provided information on all available organizations which provide services to women who suffer from violence.

Item 3: The Awareness workshop helped women in changing the attitude and behavior to prevent violence against me.

Item 4: The Awareness workshop helped me on how to tackle the problem when I exposed to violence.

Item 5: The Awareness workshop helped me to create conducive environment that enable me

Item 6: This workshop is among the best workshops I have received on the topic of violence against women

Some immediate impact could be observed through receiving within two hours of launching the social media campaign 437,074 of impression and tweets from people participated in the social media campaign that led by women media graduates. As evidenced in the project documentation, CMC received positive feedback from activists, women organizations and human rights institutions. Number of media institutions and women organizations consulted with

CMC to learn from women media experience in organizing social media campaign about VAW. They requested from CMC some coaching on how to implement similar social media campaign. Women media writing greatly impressed local media agencies and mobilized to address women issues and VAW on their websites. As such, the first time, 19 local media agencies published 114 media pieces on their websites, 13 written stories yield 59,002 views, and 62 comments of which 95% are positive comments encouraging women to resist violence and demand their rights, advocating against VAW and of which 5% negative consider VAW campaign change women thoughts and promoting rebellion. All of this provides good indicator about the increase of the general public awareness about the rights of the women and the tendency of the community to end violence against women.

The case with the benefitting women was a little different than female media graduates. Women were provided with 2 hours awareness workshop. This indicated that this project activity is of short duration time activity provided for women. This is further confirmed by one of the key informants, ***"It's hard in such topics like violence against women to speak about quick impact, we don't say that we are the first center which worked with these women and we are sure that other organizations worked with them before, this is a cumulative and complementary work cycle"***.

With 100% consensus, women responses on the survey showed a greater deal of satisfaction with the awareness workshops. FGDs with women attended the project activities showed a change in their attitude and behavior in terms of their rights and violence against them. Women shared their reset points of views as they started to defend themselves against husband violence, and or any of their rights violations. The below box showed part of women responses during the FGDs.

- We learnt about women rights, we didn't know that women should ask for her heritage when her husband or father or any member of the family dies. In case of getting divorce, women should ask for

The impact of the project on the level of women knowledge and raising their awareness about the phenomenon and consequences of violence against women was more evident comparing to men.

In terms of the project impact on men, the evaluation found that men received the same awareness workshops that women had received. The results of the FGDs conducted with men very much followed the pattern of that with women; however it appeared that men placed more emphasis on women as the grass root of violence happened towards them. The participant men (19) mentioned that awareness workshop was very useful to teach men about women rights. One of them, particularly, highlighted, ***"I agree with conducting these workshops and I think men and women in Gaza strip need such workshops. Women and men should be equal and we have to work on this starting by ourselves as men"***

The evaluation team was able to conclude that awareness workshops contributed to the change in attitudes of women, and also men towards gender issues and to their taking an active role in the protection of women against violence. Still, all of this is considered an immediate impact at the short run and thus it is early to measure the impact. On the long run which could be done through the general improvement on the women status (divorce, heritage, violence, etc). Different aspect of the project impact was shown through the research study. The research study produced by the researcher is being considered a source of knowledge for media, academia and other stakeholders who are working on advocacy, women rights.

At the level of the study impact, the study succeeded to identify the main determinants and prevalence of VAW in the Gaza Strip. The evaluation found that the study successful mainly in terms of addressing most common types of violence against married women in the Gaza Strip, relationship between VAW and other demographic variables , main barriers that prevent abused women from

seeking support from relevant organizations and the reasons behind VAW from men and women perspectives.

At the level of policies, laws and decision making, the study results showed that discrimination in the laws is a main reason that increases the prevalence of VAW in the Palestinian society.

Also, the study revealed that without the rule of law, the phenomenon of VAW could never be eliminated; so this will set the scene to inform the Palestinian National Authority to provide legal protection to women in Palestine by amending the personal status law in order to address discrimination against women, promote gender equality, and ensure the provision of justice and fairness for women.

2.4.5 Sustainability

This section discusses the project sustainability in terms of the extent to which the project will become sustainable including the sustainability of the project outcome and factors affecting this sustainability.

Sustainability of the trainings for female media graduates can be said to be ensured through building their capacity and competences and future engagement for them in ongoing and future projects, and events about VAW. From reviewing the final report, it showed that five of women media graduates involved in new project implemented by CMC about role of media and access to justice. Also, the trained media graduates always will prioritize the topic of violence against women and will be advocates for it.

FINDING 10

The project has sustainable elements that will last after the end of the project duration

The project has sustainable elements that will last after the end of the project duration such as

1. The field study report which will be an important resource of information for researchers and any similar stakeholders.
2. The skills and knowledge of the 30 graduates will benefit them in future projects
3. Awareness raising results will be sustainable as knowledge will be transferred from one to another and increase the impact
4. The media materials will be used by other NGOs and CBOs in their projects.

CMC will keep the results sustainable by working on the same issue in further project as it is one of its main concerns of work.

The evaluation believes that the sustained effects of the project require continuous advocacy, effective policies & laws and cultural sensitivity towards these achievements. Creating a sense of ownership within the beneficiaries to the achieved results will help keep them sustainable into the future. For example, the media products, the documentary, other media produced pieces will keep the female media graduates in their field of advocating women rights, VAW, etc. Also, awareness raising results will be sustainable as knowledge will be transferred from one to another and increase the impact. Also, the field study report which will be an important resource of information for researchers and people.

2.4.6 Accountability

This section discusses the project accountability against international standards and frameworks of beneficiaries' accountability. In practical terms, accountability to beneficiaries was measured against the following two components: providing information publicly and beneficiary consultation and involvement.

The majority of the surveyed and interviewed beneficiaries (94%) confirmed receiving information about the project and also the goals of the awareness workshop were clearly defined. Information was given about the project activities, implementation locations, and time-schedules. Information was made publicly available in a number of formats, including: advertisement on partners' notice boards and public locations, flyers, verbal communication by project staff, meetings, as well as field visits by CMC team during workshops.

The evaluation believes that this active communication and information sharing with stakeholders have enhanced the level of understanding of roles, responsibilities, rights and contributed to proper dissemination of the project messages. For Beneficiary Consultation and involvement, CMC has not completely involved the beneficiaries at

FINDING 11

Information was made publically available to beneficiaries in a number of formats that were found most effective both for the type of information being disseminated and beneficiaries' preference.

the different cycles of the project. For example, female media graduates indicated during in the two FGDs that they had not invited to participate or contribute in making/producing the film of the project although they believe that they have the ability to do so or at least develop more practically thier skills in such experience. Moreover, they commented that they were not given the opportunity to participate or take a role in the awareness workshops even as assistants to facilitators.

2.4.7 Knowledge Management:

The evaluation indicated that there are important lessons learned from the project implementation that should be noted: a) increasing the number of men workshops in Gaza Strip. b) Separating men from the woman in the awareness workshops appears

to be more accepted and more convenient for both although it is culturally accepted in certain locations in Gaza. The project team has noticed that both women and men feel more comfortable to express their views, give input, and interact freely in separate workshops. c) facilitating men workshop in marginalized areas by a man was more acceptable for men and handling VAW issue by a man more convincing for men than handling it by woman, d) to ensure good coordination and consultation with civil society and community and activities has a positive reflection on the project; d) developing capacities: CMC was successful in balancing the need to “get the job done” and the need to invest in management system that, will focus on the longer term ability of the relevant actors to continue towards the same goal; e) Investing in M&E on VAW project is best used as a learning intervention and therefore it was a good strategic choice of the CMC to hire a monitoring specialist who supported CMC to establish an M&E system on VAW to ensure that gaps can be addressed and that data generated can be used for ensuring sustainability and replication on scale.

Also, there are important promising practices during the project implementation which can be replicated in similar interventions. One of them is that the conducted workshops were not normal lecturing workshops, but it included incentive aspect such as the presentation of the film ; it motivated women and catching their minds.

Moreover, the evaluation found that the project team has properly managing information and knowledge towards systematically create, share and apply knowledge to better achieve the project objectives. During the project, the project team compiled and synthesized information and data producing a diverse range of information products (baseline survey, research study, reports, leaflets, etc.). Also, the desk review showed that the support preparation for learning events and workshops and carry out dissemination of publications (research study findings and documentary film) as appropriate.

3.0 KEY RECOMMENDATIONS:

Based on project achievements and in view of continuation of the efforts in the area of combating VAW, the evaluation team submits the following recommendations for consideration to further consolidate and improve the mechanisms to prevent and end VAW:

- CMC is encouraged to continue to provide awareness projects related to VAW through media and awareness campaigns as they were found very beneficial

by beneficiaries and to continue look for other creative ways to utilize the talents of the new female media graduates for serving the community.

- Trainings and relevant activities aiming at VAW sensitization in public community should continue especially at the prevention side, the work with women should continue and to be of longer duration rather 2-hours workshops.
- CMC is encouraged to maintain presence in the project target communities and seek out ways to secure the needed funding for the continuation of the project activities for another phase.
- Media conferences for addressing cases of VAW were unanimously assessed as very useful and effective and they should continue to be organized on a regular basis.
- There is a need to launch social initiatives aiming to reduce the phenomenon of VAW.
- Media's role should play a more rigorous role in the issue of VAW through a continuous series of radio/TV interviews, publishing newspaper articles, and conducting public awareness campaigns. In relation to this, CMC is to undertake project including conferences and seminars to publicize the issue of Violence against Women in all settings.