

Outcome Harvesting as a Feminist and Localised MEL Approach

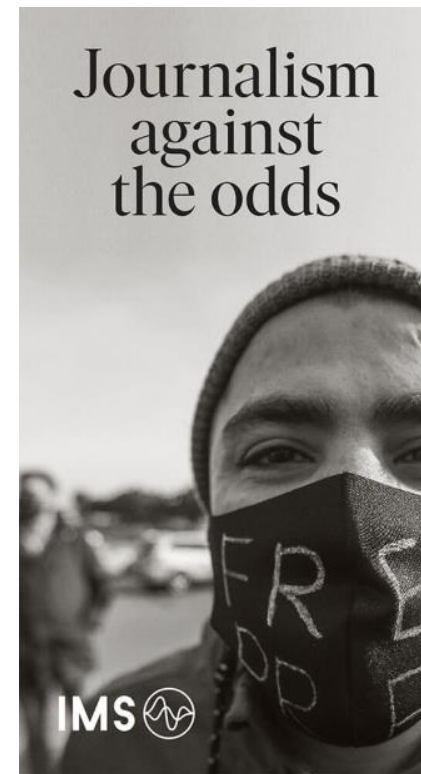
Learning from an IMS Pilot Project in Pakistan



GOOD JOURNALISM | BETTER SOCIETIES

OUR IMPACT

Public interest journalists, content producers and media provide targeted audiences – including marginalized and underserved communities – with access to reliable information and inclusive public debate that allow audiences to act, to participate in public life and to claim their rights by holding those with power to account.



IMS Pilot MEL Project background

- Strengthening Participatory MEL: Funded by Global Focus
- IMS component: Use Outcome Harvesting with local participation to identify transformative changes about gender equality in media systems
- Pakistan country programme was selected for pilot project

Gender –IMS and the partner Freedom Network launched a gender audit study

The study “Unequal Newsrooms: A Gender Audit of Pakistani Media Organisations” documents the under-representation of women journalists in newsrooms and the lack of gender sensitive policies, which calls for actions by the Pakistani media industry. The report was widely discussed by media stakeholders in Pakistan.

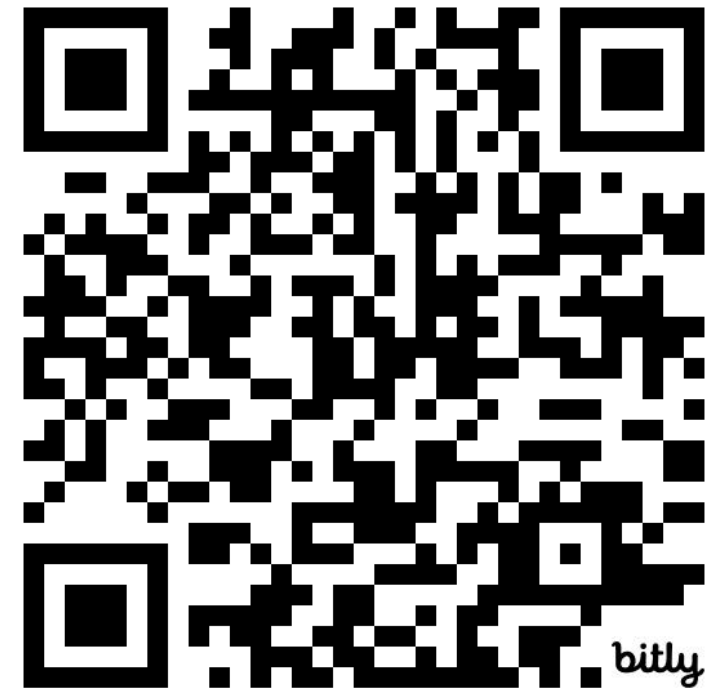
[Find the story here](#)



IMS Pilot MEL Project objectives

1. Develop and test the use of **OH as a participatory, localised, and feminist** MEL approach
2. Explore ways in which **OH can identify gender-related changes**
3. Build the **capacity of local partners** to use OH
4. Identify what **meaningful participation in evaluation** looks like to partners and beneficiaries

Scan the QR code to read the
Project Concept Note



Or visit: bit.ly/imsmelpilot

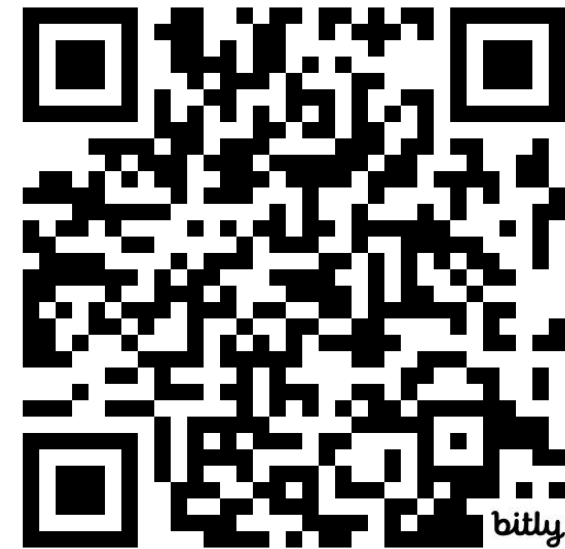
IMS approach to feminist MEL relies on 4 principles:

Localization

1. Examine **structural inequalities** and power relations
2. Ensure **inclusion** in creation and use of knowledge
3. Acknowledge **complexity of change** and accountability
4. Focus on **rights** and Diversity, Equity and Inclusion

Participation

Scan the QR code to read the principles and associated practical questions



Or visit <https://bit.ly/imsfempri>

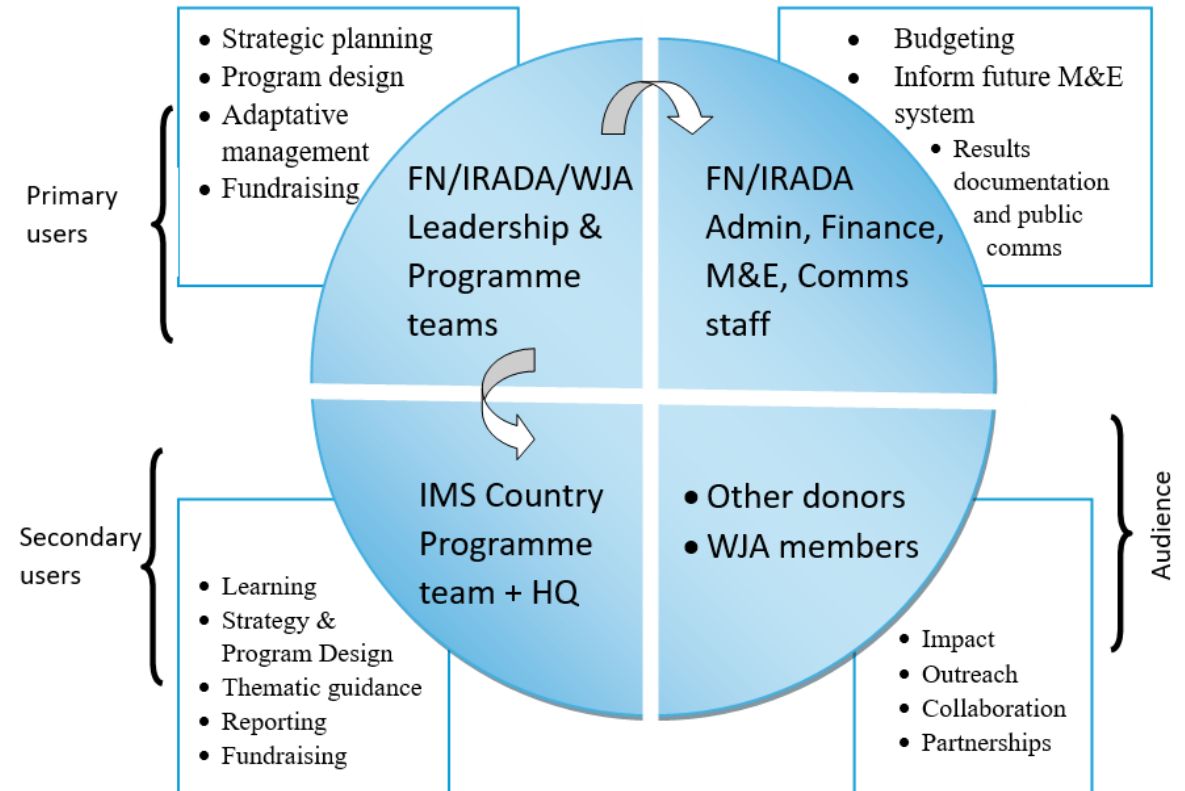
Harvest Design & the M&E questions

Activity plan:

- Capacity building training
- One mini harvest (first three stages)
- Ongoing correspondence
- Second harvest (second three stages)
- Learning resource

Harvest design:

- Dialogue with partners to identify social actors, users and uses
- Decisions on participation
- Collaborative discussion to set M&E questions for the harvest



Partners: Freedom Network (FN), IRADA

Beneficiary: Women Journalists Association (WJA)

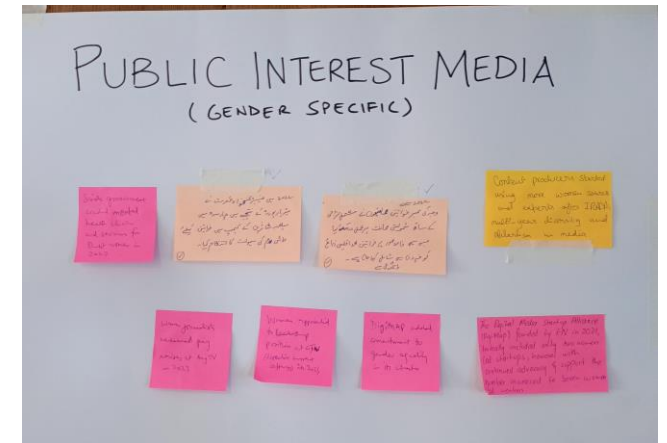
Harvest Design & the M&E questions

M&E questions:

- In which **social actors** is the programme influencing: a) change specifically related to gender equality b) change related to programme objectives?
- What are the **outcomes related to gender sensitivity** and how do these correspond with the strategic objectives of the programme?
- How have the **outcomes contributed** to a process of change that potentially will affect (positively or negatively) gender transformation in the media system?
- How have the **programme interventions (activities and outputs) contributed** to the outcomes and what are the strengths and weaknesses of these interventions?

First harvest:

- 46 outcomes identified, including 22 on gender
- Discussion and reflections on feminist MEL, gender responsive PCM and PSEAH practices



Examples of outcomes

Outcome 1: The (federal) Parliament of Pakistan in 2021 included a provision in the journalists' safety law to include at least 3 women journalists as members of the 11-member safety commission established under the law.

Significance: The commission is the official mechanism to conduct inquiries about physical and digital threats against journalists. Earlier, the law only included office bearers of press clubs and trade unions, which are positions held de-facto by men exclusively.

Contribution: Programme advocacy with policymakers helped them understand that the law's language will exclude women unless there is a separate provision to make their representation mandatory.

Outcome 2: The Pakistan federal government enacted the Christian Marriage Act in 2024 to raise the minimum age of marriage to 18 years.

Significance: The Islamic marriage laws in Muslim-majority Pakistan leave religious minorities with no legal cover for marriages and divorces. The Christian Marriage Act was a colonial legacy from the British Government of 1872 and under it, the minimum marriage age was 13 and 16 for girls and boys.

Contribution: The programme supported production of over 200 news reports on the rights of religious minorities, including family laws. The content was used by advocacy groups to lobby the federal government and religious leaders for legal reform.

Examples of negative outcomes/”side effects”

Outcome: A press club in Pakistan in 2023 created a women journalist caucus, only to fill it with non-journalists and exclude the actual representatives of the women journalist community from the forum.

Significance: Women journalists have consistently called for equal representation in the local press clubs and trade unions, so their labour rights and anti-harassment measures at workplaces can be included in the policy demands of the journalist community.

Contribution: The programme beneficiary advocated for the creation of a structure within the press club along the lines of a Women's Parliamentary Caucus where women elected representatives raise issues related to gender. The male leadership of the press club created the framework but then selectively appointed their female relatives and friends to the caucus and implicitly disbarred women members of the press club from joining the caucus.

Learning from the pilot project so far

Feminist by design

- If M&E questions directly address gender inequalities
- Adopting the feminist principles in harvest design

Ensure inclusion

- Partners and beneficiaries should have a say in who is included in the harvest as participant
- Collaboratively review for who is excluded

'Brave Spaces'

- Facilitator should identify internal power hierarchies and organisational culture dynamics
- Facilitator should offer brave spaces for dialogue and foster the intent for understanding among participants