

Using the UNFPA Gender Marker



AT-A-GLANCE
GUIDANCE
FOR UNFPA
STAFF

Why a gender marker?

Central to UNFPA's mission is a focus on sexual and reproductive rights, which is closely linked to gender equality.

The gender marker is used by several UN agencies, including UNFPA, to help monitor and measure the UN's contributions to gender equality.

Within UNFPA, gender marker data is collected at an activity level, providing a rich tapestry of insights that are used by Headquarters, Regional and Country Offices to mobilize resources and support planning and capacity development.

How to use this tool

This tool is designed to provide at-a-glance guidance to UNFPA staff tasked with entering gender marker data into the Global Programming System (GPS).

This tool can be used to think through how activities should be tagged in the GPS. When faced with an activity you are unsure how to classify, think through the below questions to help determine the right code to use. Remember: always be consistent in your approach.

If needed, please refer to the Further Resources and Support section below for additional guidance.

Two points to always remember

GM2B and GM2A are equal scores, one should not be ranked above the other.

1

Sometimes it might be necessary to code an entire set of activities with the same value, even if an individual activity does not have any gender component. For e.g., producing a report on gender norms in a country might include steps ranging from procurement of a consultant, to research, report dissemination, and even operational and miscellaneous costs like bank fees.

So long as all activities relate to the final report, they should all be tagged with the same value (here, GM2B).

2

TAGGING GUIDANCE

GM2B

Activities where gender equality is the primary purpose.

Activities that are exclusively gender-focused.

GM2A

Gender equality is a significant part of the activity, but not its primary purpose.

Activities where gender might not be the main objective, but is a key focus.

GM01

Some aspect of the activity promotes gender equality.

Gender is tangential to the primary purpose of the activity.

GM00

Activities where there is no noticeable contribution to gender equality.

Activities that are not targeted at gender equality.

For example, does the activity...

Result in positive norm changing that elevates women or girls?

or: Empower women or girls to take a leading or active role to enable gender equality?

or: Create safe spaces for women or girls?

or: Include programming on preventing/responding to harmful practices or GBV?

Create an expectation that gender equality will be improved despite it not being a primary objective?

or: Engage women and girls as participants or recipients of support within an SRHR focused programme?

or: Have gender as a focus but not central objective?

Only positively impact gender equality indirectly?

or: Have a broader scope than gender, but still makes some contribution to gender equality outcomes?

or: Incorporate some dimensions of gender equality but not focus on them explicitly?

Make no contribution to gender equality outcomes at all?

or: Not feed into any broader objectives that contribute into gender equality outcomes?

or: (Intentionally) Not target women and girls either directly or indirectly?

Actual UNFPA examples

Engage men in dialogue about child marriage to change gender norms around the practice.

Support grassroots women's groups advocating for gender equality.

Provide operational and technical support to establish safe spaces for women and girls.

Conduct reproductive rights awareness to improve women and adolescent girls' decision-making for SRHR.

Conduct a workshop for health workers on SRH where the objective is to train healthcare providers but the focus is on improving gender equality.

Engage youth, with an emphasis on ensuring young women's equal representation.

Conduct family planning activities with a focus on gender responsive demand generation so that more women can access contraception.

Develop programs to educate young men and women about HIV/AIDS.

Support government capacity to report to international human rights mechanisms.

Support comprehensive sexuality education activities.

Assess a National Health System, including the availability of sex-disaggregated data.

Develop a community training manual that makes no mention of gender on the role of family planning in community resource management.

The nature of UNFPA's work means that GM00 should only ever be used in exceptional circumstances.

HOW DO I TAG MY ACTIVITIES?

QUESTIONS TO ASK WHEN FACED WITH UNCLEAR TAGGING OPTIONS



General questions to consider

What is the overarching goal or impact of the activity?

Remember: Each project and programme is unique and should be assessed on its own objectives and activities.

Is it GM2B?

It is if gender equality is the primary purpose of the activity.

It is if gender equality is the exclusive focus of the activity.

It is if the activity contributes to a programme where gender equality is the primary purpose or exclusive focus.

Is it GM2A?

It is if gender equality is a significant part of the activity, but not its primary purpose.

It is if the activity contribute to a programme where gender equality is a significant component.

Is it GM01?

It is if some aspect of the activity is gender-related and mainstreamed

It is if the activity contributes to gender equality outcomes within a project or programme but only indirectly or in a small way.

Is it GM00?

It is if there is no noticeable contribution to gender equality.

It is if the activity does not touch upon gender equality issues at all AND the activity is not part of a larger programme of work where gender equality is primarily, significantly or part of the aim.

Example 1: How do I tag administrative costs (e.g., bank fees, supply costs, driver salaries, etc.)?

What is the broader objective/focus of the project that the administrative task is contributing to?

Remember: when tagging activities and expenses using the gender marker, you should always consider the ultimate impact of the activity to guide your decision on how to tag it. For instance, if the administrative cost is linked to a project on GBV, it is likely that it should be tagged as GM2B.

Does the administrative cost feed into broader activities that would result in positive norm changes that elevate women or girls?

Does the administrative cost contribute to efforts to empower women or girls to take a leading or active role that enables gender equality?

For instance, if relating to a project on GBV, does the administrative cost contribute to preventing or responding to GBV? Or ending FGM?

Does the administrative cost feed into a project that creates an expectation that gender equality will be improved (e.g., admin costs for health worker training on VAW, or youth participation with a focus on young women's equal representation? Or a maternal health programme with a focus on women's decision-making for SRHR?).

Does the administrative cost feed into an activity that engages women or girls as participants or recipients of support?

Does the administrative cost support outcomes that only impact gender equality indirectly?

Does the administrative cost contribute to broader objectives that incorporate some dimensions of gender equality but not focus on them explicitly?

Does the administrative cost make no noticeable contribution to projects/outcomes that contribute to gender equality, even in very broad terms?

Does the programme or project that the administrative cost is part of intentionally exclude gender equality-related activities?

Remember: Due to the nature of UNFPA's work and mandate, GM00 should only ever be used in exceptional circumstances.

Example 1

continues

QUESTIONS TO ASK WHEN FACED WITH UNCLEAR TAGGING OPTIONS



General questions to consider

What is the overarching goal or impact of the activity?

Remember: Each project and programme is unique and should be assessed on its own objectives and activities.

Is it GM2B?

It is if gender equality is the primary purpose of the activity.

It is if gender equality is the exclusive focus of the activity.

It is if the activity contributes to a programme where gender equality is the primary purpose or exclusive focus.

Is it GM2A?

It is if gender equality is a significant part of the activity, but not its primary purpose.

It is if the activity contribute to a programme where gender equality is a significant component.

Is it GM01?

It is if some aspect of the activity is gender-related and mainstreamed

It is if the activity contributes to gender equality outcomes within a project or programme but only indirectly or in a small way.

Is it GM00?

It is if there is no noticeable contribution to gender equality.

It is if the activity does not touch upon gender equality issues at all AND the activity is not part of a larger programme of work where gender equality is primarily, significantly or part of the aim.

Example 2: How would I tag the evaluation of a Family Planning project?

Is the evaluation central to the ultimate goal of the Family Planning project?

Remember: when tagging activities and expenses using the gender marker, you should always consider the ultimate impact of the activity to guide your decision on how to tag it.

Does the project that the evaluation is a part of focus exclusively on the gender components of Family Planning?

Is gender equality the primary purpose of the Family Planning project?

Is gender equality a significant part of the Family Planning project? Moreover, is gender equality a central focus area of the project even if not its primary objective?

Are women and girl's recipients of training, guidance, support etc. as part of the Family Planning project?

Is gender equality only touched upon in passing as part of the Family Planning project?

Is gender only an indirect or small dimension of the overall project?

Is there an intentional exclusion of gender as a component of the project?

Remember: Due to the nature of UNFPA's work and mandate, GM00 should only ever be used in exceptional circumstances.

Note: This type of project will likely be tagged as a GM2A or GM01

Example 2

continues

QUESTIONS TO ASK WHEN FACED WITH UNCLEAR TAGGING OPTIONS



General questions to consider

What is the overarching goal or impact of the activity?

Remember: Each project and programme is unique and should be assessed on its own objectives and activities.

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It is if gender equality is the primary purpose of the activity.

It is if gender equality is the exclusive focus of the activity.

It is if the activity contributes to a programme where gender equality is the primary purpose or exclusive focus.

Is it GM2A?

It is if gender equality is a significant part of the activity, but not its primary purpose.

It is if the activity contribute to a programme where gender equality is a significant component.

Is it GM01?

It is if some aspect of the activity is gender-related and mainstreamed

It is if the activity contributes to gender equality outcomes within a project or programme but only indirectly or in a small way.

Is it GM00?

It is if there is no noticeable contribution to gender equality.

It is if the activity does not touch upon gender equality issues at all AND the activity is not part of a larger programme of work where gender equality is primarily, significantly or part of the aim.

Example 3: How would I tag support for data collection activities?

Is gender equality the overarching goal of the project or programme for which data is being collected?

Remember: when tagging activities and expenses using the gender marker, you should always consider the ultimate impact of the activity to guide your decision on how to tag it.

Is improving gender equality the primary reason that the data collection is being undertaken?

Is improving gender equality the exclusive focus of the data collection?

Is improving gender equality a significant part of why data is being collected but not necessarily its primary focus?

Will the data collected significantly contribute to a broader project or programme that will improve gender equality outcomes?

Is the data collected primarily related to areas other than gender, but will hold some indirect value to gender equality anyway?

Does the data collection not relate to gender equality, but if integrated with other information it would contribute to improved gender equality outcomes?

Has gender equality intentionally been excluded from the data collection activity or overarching project or programme?

Remember: Due to the nature of UNFPA's work and mandate, GM00 should only ever be used in exceptional circumstances.

Note: This type of project will likely be tagged as a GM2A or GM01

Example 3

continues

QUESTIONS TO ASK WHEN FACED WITH UNCLEAR TAGGING OPTIONS



General questions to consider

What is the overarching goal or impact of the activity?

Remember: Each project and programme is unique and should be assessed on its own objectives and activities.

Is it GM2B?

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Is it GM2A?

It is if gender equality is a significant part of the activity, but not its primary purpose.

It is if the activity contribute to a programme where gender equality is a significant component.

Is it GM01?

It is if some aspect of the activity is gender-related and mainstreamed

It is if the activity contributes to gender equality outcomes within a project or programme but only indirectly or in a small way.

Is it GM00?

It is if there is no noticeable contribution to gender equality.

It is if the activity does not touch upon gender equality issues at all AND the activity is not part of a larger programme of work where gender equality is primarily, significantly or part of the aim.

Example 4: How would I tag advocacy for promoting adolescents' sexual and reproductive health and rights?

To what degree do the advocacy activities contribute to gender equality – primarily (GM2b), significantly (GM2A) or just indirectly or in a small way (GM01)?

Remember: when tagging activities and expenses using the gender marker, you should always consider the ultimate impact of the activity to guide your decision on how to tag it.

Is promoting gender equality the primary purpose of the advocacy activity or the programme/project in which the activity takes place?

Is gender equality the exclusive focus of the advocacy activity?

Is gender equality a significant part of the advocacy activity but not its primary objective?

Will the advocacy significantly contribute to improved gender equality outcomes, even if they were not its primary objective?

Does the advocacy only indirectly contribute to gender equality?

Does the overarching project/programme of work in which the advocacy activity was undertaken, AND the advocacy itself only contribute to gender equality outcomes indirectly or in a small way?

Has gender equality intentionally been excluded from the advocacy activity or overarching project or programme?

Remember: Due to the nature of UNFPA's work and mandate, GM00 should only ever be used in exceptional circumstances.

Note: This type of project will likely be tagged as a GM2A or GM01

Example 4



Gender Marker Spotlight:
UNFPA Ukraine

UNFPA Ukraine has been using its gender marker data for internal programme monitoring, capacity building and resource mobilization. By periodically reviewing data on how activities across programmes of work have been coded using the gender marker, staff have been able to document their progress towards improved gender equality outcomes across their work. In turn, they have then used insights gleaned from this analysis to improve internal capacity to use gender marker data. They have also started to incorporate insights from this analysis into their funding proposals, contributing the increased funder interest and improved resource mobilization.

Further resources and support

GPS Activity Tagging Used Guide (Version 9)
21 November 2021