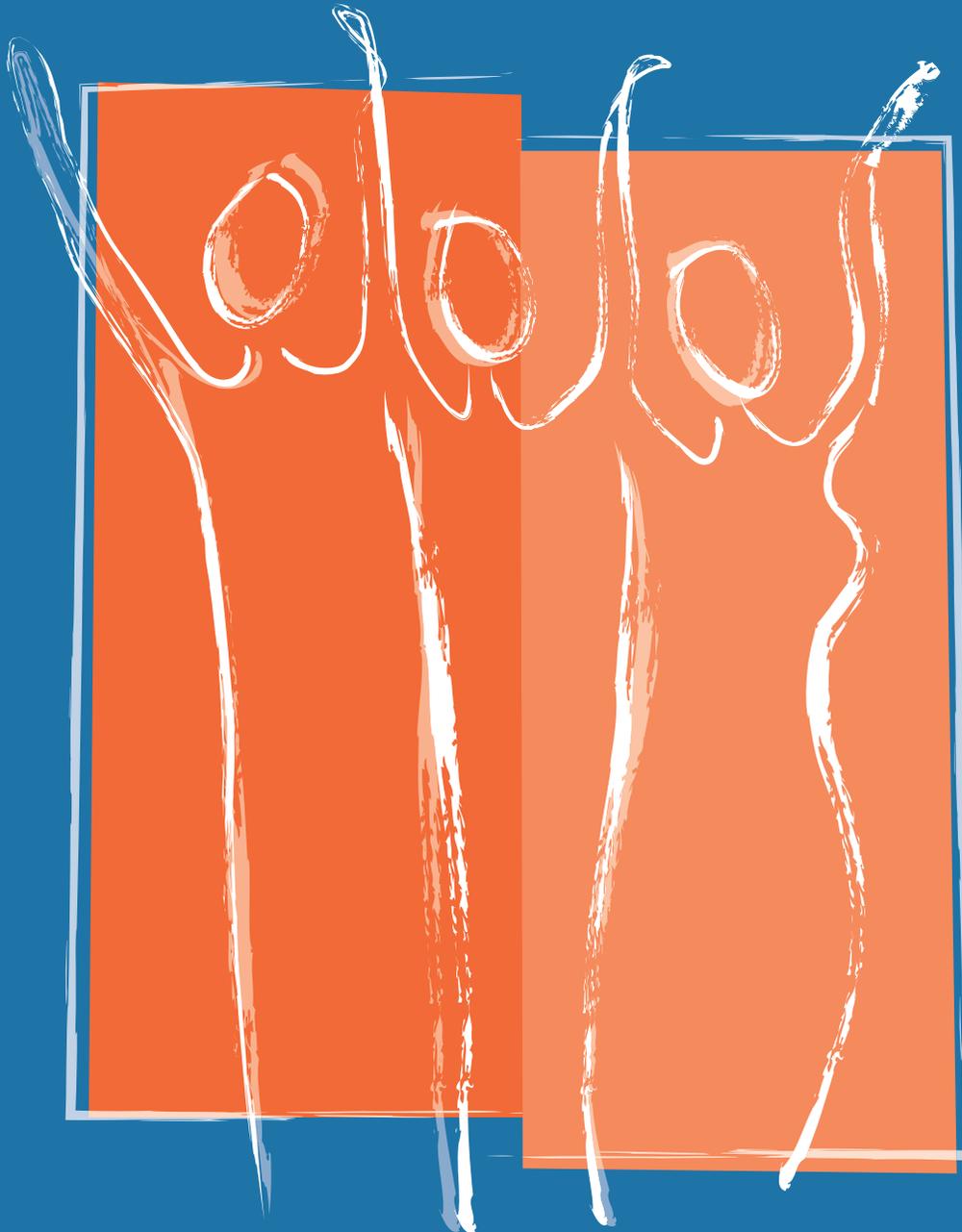*Integrating gender equality*

IN PUBLIC ENGAGEMENT

Integrating gender equality in public engagement

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1 INTRODUCTION

WHAT IS GENDER EQUALITY?

Gender equality is at the heart of sustainable development, human rights and the fight against poverty. It is a cross-cutting issue that impacts all aspects of development. Empowering women is a pre-condition for development.

« Gender equality refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Gender equality does not mean that women and men will become the same. It means that women and men enjoy the same status and have equal opportunity to realize their full human rights and potential to contribute to development. »[1] Gender equality implies an equal access to resources and power. While there is no one model that applies to all societies and cultures, gender equality always implies that women are able to participate in decision making that affects their lives and society as a whole.

Focusing on gender equality aims to :

- Encourage the equal participation of women and men in decision making
- Enable women and girls to fully exercise their rights
- Close the gap in women and men's control over resources and power and the benefits that ensue

Are women and men equal ?

Just because they are born female, women and girls are more likely to be poor and to experience discrimination. In addition to gender discrimination, women are exposed to other forms of discrimination based on race, color, language, religion, opinion, origin and class.

The majority of women in the world still have fewer rights, less access to education and health services, less revenue, less access to resources and less decision making power than men. And although women represent half of the world's population, their full contribution to all spheres of human activity is neither recognized nor valued. To achieve sustainable development, we must raise the status of women, respect their rights and fully recognize their contribution to society.

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[1] Open Forum for CSO Development Effectiveness, working document no.6, Mediterranean Institute of Gender Studies.

- 100 million women are missing in Asia because of female foeticide and infanticide. [Working Group on the Girl Child. (2007). A Girl's Right to Live : Female foeticide and girl infanticide]

- 26 % of primary-school aged girls in sub-Saharan Africa do not attend school. [UN Women. (2012). The Millennium Development Goals. Gender Chart 2012]

- 99 % of all maternal deaths occur in developing countries. [World Health Organization. (2012). Fact sheet No348, Maternal mortality]

- Of the total 2.7 million new HIV infections in 2010, close to one million were among young people aged 15-24, of whom more than 60 % were women. [UN Women. (2012). The Millennium Development Goals. Gender Chart 2012]

- Globally women occupy only 25 % of senior management positions, and in 2008/2009 were on average paid 23 % less than men. [UN Women. (2012). The Millennium Development Goals. Gender Chart 2012]

- Globally, women average just 9 % of the police and account for 27 % of all judges. [UN Women. (2011). Progress of the World's Women 2011-2012 : In pursuit of justice]

- Women account for approximately 20 % of all parliamentarians worldwide. [UN Women. (2012). The Millennium Development Goals. Gender Chart 2012]

Is gender equality universal ?

Great strides have been made to recognize women's rights internationally since the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW), now ratified by 187 countries, and the Fourth World Conference on Women held in Beijing in 1995. Furthermore, the Millennium Development Goals (MDG) – the most ambitious global action plan to fight poverty in history – include goals to advance gender equality and women's empowerment.

Women's issues used to be the prerogative of women's organizations, but today many civil society organizations (CSO) work on women's rights and women's empowerment. However, gender main-streaming remains inconsistent and depends on available resources. In the past few years donors and governments appear to have lost interest in gender equality. More than ever, CSO have a fundamental role to play in keeping gender equality on the political and development agenda. Public engagement is a powerful way to do so, given the role of public engagement in shaping public opinion and inspiring people to take action.

People who are sensitized to gender equality are more likely to change their own attitudes, respect human rights and support the struggle for equality.

CSO have mainstreamed gender equality in their development projects, programs and organizational structures… but what about in their public engagement work? Very few specific resources are available on how to do so.

This module has been designed to fill that gap. It provides an overview of key concepts, tools and best practices and is intended to help public engagement practitioners integrate gender equality in their programs, projects, activities and campaigns.

This module provides public engagement practitioners with tips and advice on how to integrate gender equality throughout the project cycle, from planning to implementation to evaluation. The terminology used is straightforward and tools are provided to easily apply advice and recommendations.

2 BEST PRACTICES

A public engagement program, project, activity or campaign that successfully integrates gender equality will :

- Explain what gender inequality has to do with the issue
- Denounce gender inequality and suggest specific actions to remedy the situation
- Provide sex-disaggregated data in order to convey women and men's different lived experiences
- Reach out to both men and women and ensure that women and men's voices are equally heard

There are different degrees to which you can integrate gender equality in a public engagement initiative :

Level 0 :
Does not address inequalities between women and men

Level 1 : Aware
Provides the opportunity for both women and men to speak up on the issue

Level 2 : Enlightened
- Reveals inequalities between women and men.
- Highlights the causes and consequences of these inequalities

Level 3 : Committed
- Reveals inequalities between women and men
- Highlights the causes and consequences of these inequalities
- Suggests specific actions to reduce these inequalities, both in terms of individual behaviour and public policies.

There are two ways to integrate gender equality in your public engagement work :

- **Standalone work on gender equality :** A public engagement initiative that has been specifically designed to address inequalities between women and men and to promote women's rights

- **Gender mainstreaming :** A strategy which aims to integrate gender equality in a public engagement initiative that has a different area of focus (such as food security, environment, private sector development, access to water, etc.)

Gender equality is an objective in its own right. Don't be shy – you don't have to be an expert to incorporate gender into your public engagement work! It mostly takes commitment, and then skills will follow.

You can apply the following best practices regardless of the size or level of expertise of your organization:

BEST PRACTICE #1
Integrating gender equality at the project planning stage

To plan a public engagement initiative you have to chose a topic and then define your objectives, expected results, indicators and activities. Gender equality should be integrated into all aspects of results based management. This can be done either with standalone work on gender equality or through a gender mainstreaming approach.

CHOOSING AND ANALYZING YOUR TOPIC

When designing a public engagement initiative, you will usually begin by doing research, gathering statistics and refining your understanding of the topic at hand.

To integrate gender equality, you will need to collect sex-disaggregated data in order to understand how the issue affects men and women differently. This will help you build a narrative on the gender dimensions of your public engagement issue and will help you analyze the causes and consequences of inequalities between women and men.

A gender analysis[2] is an exercise by which you collect and analyze sex-disaggregated data. You will need to ask yourself the following questions in relation to your public engagement topic:

- Do men/boys and women/girls experience the issue in the same way?
- Can they each express themselves freely on the issue?
- Do they have equal decision making power?
- Do they face the same obstacles, difficulties and discriminations?
- Are their activities similar? If not, why?
- Do men/boys and women/girls have the same access to resources, opportunities, advantages and services?
- Can they exercise their rights equally?

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[2] See section 3 « Practical Tools »

If you hire an external consultant to conduct background research and analysis, make sure the person has the skills required to do a gender analysis and remember to include it in their terms of reference.

The reason for integrating gender equality in your public engagement work is to show that inequalities between men and women exist, to explain the situation and to encourage people to take action.

DEFINING YOUR OBJECTIVES

A public engagement project is never gender neutral. You will need to integrate gender equality into your project objectives to ensure that it does not reinforce gender stereotypes and inequalities between women and men, but rather contributes to advancing gender equality and women's rights.

Your objectives should briefly describe what your project aims to accomplish in the short, medium and long term – including from the perspective of gender equality. When defining your objectives you will need to take into account the information obtained from your gender analysis and identify specific changes that will contribute to reducing gender inequality.

You can include specific objectives on gender equality or mainstream gender throughout all of your objectives:

- **Specific objectives on gender equality:** These objectives are intended to raise awareness about stereotypes or inequalities between women and men.
- **Mainstreaming gender equality across all objectives:** Gender equality is integrated into the framing of all objectives, regardless of the theme.

The following table illustrates these two options:

	Specific objectives on gender equality	**Gender equality mainstreamed across all objectives**
Campaign on agriculture	***Improve the perception of women's role in agriculture,*** thanks to a positive portrayal of women farmers in the media and in political discourse by 2020.	Advocate for legislation to protect farming communities from land grabs, ***including specific clauses to strengthen women's right to own and inherit land.***
Public engagement project on child labour (conferences, public engagement activities, marketing and media campaigns)	***Raise awareness*** of how child labour impacts ***girls*** and ***boys*** differently, and suggest possible solutions.	Improve understanding of child labour, ***including how it affects girls and boys differently.***

CHOOSING YOUR INDICATORS

Once you have defined your objectives you will need to develop indicators to measure the results achieved at the end of your public engagement project. It is generally recommended to use both quantitative and qualitative indicators.

It is important to use sex-disaggregated indicators to be able to assess how the project impacted men and women differently.

Example of indicators:

GENDER-BLIND INDICATORS

Percentage of conference **participants** who claim to have an improved understanding of « child labour issues »

GENDER-SENSITIVE INDICATORS

Percentage of **women and men** who attended the conference (to measure whether the event was equally accessible to women and men)

Percentage of **women and men** who attended the conference and who claim to have an improved understanding of « child labour issues »(to measure whether both women and men benefitted from improved knowledge)

BEST PRACTICE #2
Integrating gender equality in your project strategy

DESIGNING YOUR AWARENESS RAISING ACTIVITIES

Civil society organizations use a range of approaches to reach out to and mobilize Canadians on international solidarity issues. For example: information kiosks, conferences, debates, awareness raising workshops, exhibitions, screenings, theatre, workshops in schools, contests, role play and simulations, volunteer activities, etc.

When debating which approach to use, ask yourself whether men and women and boys and girls will be able to participate, understand, express themselves and get involved on an equal footing.

Consider the following issues:

- Is the activity equally accessible to women/girls and men/boys?
- Are women/girls and men/boys equally available to participate in the activity?
- Does the activity equally appeal to women/girls and men/boys?
- Will they be able to equally express themselves during the activity?

DECIDING WHO YOUR ADVOCACY CAMPAIGN WILL TARGET

To bring about change we need to challenge our governments and promote our vision of international solidarity. Advocacy is a public mobilization strategy that allows citizens to express their aspirations in a democratic setting.

When planning an advocacy initiative you should do a **power analysis**[3] to determine who your allies and opponents are, who you may be able to convince, and who doesn't yet have an opinion on the issue. You should then work with your allies, respond to your opponents and build support among people and groups who are still undecided.

When doing your power analysis, try to find out what each of these groups thinks of gender equality issues. This will help you determine the likelihood they will support or counter your efforts to promote gender equality and you can then strategize accordingly.

For example, a power analysis could reveal that a member of parliament (MP) is willing to push for legislation related to your advocacy issue, but that they are not aware of women's specific needs and may therefore oppose certain gender equality clauses. Based on this information you can craft a narrative that addresses this lack of information and seeks to overcome these misgivings.

PROFILE	STRATEGY
The MP does not know much about gender equality	Provide the MP with information about the gender dimensions of the issue
The MP is resistant to gender equality	Provide the MP with information about the gender dimensions of the issue AND work with allies to help convince him or her

A power analysis that incorporates gender equality will help focus your efforts and increase the effectiveness of your campaign, namely by ensuring that you use the right strategies and activities to reach your targets at the right time.

By integrating gender equality in your advocacy initiatives, you will contribute to transforming gender power relations, advancing women's empowerment and promoting social justice.

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[3] See section 3 « Practical Tools »

BEST PRACTICE #3
Raising awareness and commitment to gender equality within your team

MAKING TIME TO DISCUSS AND RAISE AWARENESS ABOUT GENDER EQUALITY

Gender equality is a shared responsibility. Everyone involved (volunteers, employees, etc.) should feel responsible for ensuring that gender equality gets integrated into the public engagement project and should convey messages that promote equality between women and men.

If project leaders are open and respectful about gender equality, all stakeholders will be inspired. Demonstrate your leadership and commitment to gender equality.

Project leaders should identify opportunities (such as teams meetings) to discuss gender equality with volunteers, allies and partners at different stages of the project. For example you can organize a training session or a discussion on the topic. For more ideas and additional resources, consult the AQOCI training kit *Promoting Gender Equality from Theory to Practice* [4].

CHOOSING PARTNERS WITH EXPERTISE IN GENDER EQUALITY

If you don't feel sufficiently versed in women's rights and gender equality, identify civil society partners who can support or train you. Give preference to civil society organizations that have a proven track record working on gender equality. These organizations are listed on provincial council websites (such as AQOCI's Comité québécois femmes et développement) and on CCIC's website. You can also reach out to women's rights organizations in your province.

BEST PRACTICE #4
Integrating gender equality in your communication strategy

CRAFTING YOUR MESSAGES

Your public speaking engagements and the messages you convey are important because they reflect your organization's commitment to gender equality. Regardless of the topic of your project, it is important

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[4] See section 3 « Practical Tools »

to speak about the role women play and to recognize that women and men may experience the issue differently. Make sure not to reinforce stereotypes about what women and men can and should do, and always communicate that women and men have equal rights and should have access to the same opportunities and advantages.

Here are some questions to ask yourself:
- How do my messages reflect my organization's commitment to gender equality?
- Do I have specific messages on the gender dimensions of my project theme?
- Do my messages reinforce stereotypes about women and men's roles?

CHOOSING THE RIGHT IMAGES

Both women and men should appear in your communication materials. Give preference to images of women leaders in active (not passive) situations. A picture is worth a thousand words! Use pictures to show that both women and men make a positive and essential contribution to development.

USING THE RIGHT WORDS

Your choice of words is important. Give equal visibility to women and men in your texts and never use the masculine form to refer to both women and men. This is particularly important when it comes to writing in French. The *Association québécoise des organismes de cooperation internationale* (AQOCI) produced a *Guide to writing with non-sexist language*[5] to help its members reflect their commitment to gender equality in their written communications in French.

CHOOSING YOUR MEDIA OUTLETS AND PROMOTIONAL MATERIALS

Women and men don't always read the same newspapers and magazines, listen to the same radio, watch the same TV shows or have the same access to new technologies. Chose your media outlets according to the audience you are trying to reach and remember that your choice of media may have a greater impact on men or on women.

CHOOSING YOUR SPOKESPEOPLE

Make sure you invite both men and women to be the public face of your public engagement initiative as spokespeople, panellists, facilitators, etc.

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[5] See section 3 « Practical Tools »

CHOOSING THE JOURNALISTS YOU WORK WITH

Invite both men and women journalists to cover your activities. Women journalists will not necessarily cover the issue in the same way as their male colleagues. If you train journalists at the outset of the project, make sure to provide them with sex-disaggregated data so they understand that women and men experience the issue differently and that specific work is needed to addresses gender inequalities.

BEST PRACTICE #5
Integrating gender equality in your project evaluation

SETTING UP YOUR PROJECT MONITORING SYSTEM

Project monitoring is an ongoing process by which you track progress towards set objectives. To integrate gender equality in your project monitoring system, include some indicators that specifically relate to gender equality and collect sex-disaggregated data for all other project indicators. For example, track how many women attend your trainings and gather their feedback. When it comes to media monitoring, track how many times your issue is raised in the press and assess whether women's role is described in a positive way.

CHOOSING YOUR EVALUATION METHODS

An evaluation allows you to determine if your project has reached its objectives. You can conduct an evaluation half-way through a project, at the end of a project, or many years after to measure its long term impacts.

The evaluation of a public engagement project aims to measure increased awareness, new knowledge, and changes in values, attitudes and behaviours. If you've integrated gender equality throughout your project, this will come up in the evaluation and in people's perception of the project.

It isn't easy to measure the impact of public engagement projects on target populations because most projects don't have the means to track medium and long term changes. The following table gives an idea of the kind of feedback you could gather during a qualitative evaluation that would reflect impact in terms of gender equality:

Increased awareness	« I now realize that I don't experience the issue in the same way my partner does. » « I now know that women in the South have a harder time than men accessing… »
New knowledge	« I learned that 99 % of all maternal deaths occur in developing countries. »
Values	« I have realized that equality is a fundamental value for me. » « I am outraged to see the inequalities that still exist between women and men. »
Attitudes Behaviours	« I am committed to raising awareness about gender equality in my school. » « I am going to do volunteer work in a women's center. » « From now on I'm going to speak up when I hear sexist remarks or witness sexist behaviour. » « I am going to pay more attention to provincial gender equality policies. »

Refer to section 4 of this module for a checklist that recaps all of the advice for integrating gender equality into your public engagement project. This checklist is very useful for project evaluations.

3 PRATICAL TOOLS

BEST PRACTICE #1
Integrating gender equality at the project planning stage

Gender analysis

- **AQOCI,** Comité québécois femmes et développement (2009), Training kit : Gender and Development, p. 29, http://www.aqoci.qc.ca/IMG/pdf/guides_2004-03_trainingkitged_2_.pdf

- **AQOCI,** Comité québécois femmes et développement (2011), Training kit : Promoting Gender Equality from Theory to Practice, p. 49, http://www.aqoci.qc.ca/IMG/pdf/trousse_efh_vang.pdf

- **Esplen** Emily with **Bell** Emma, BRIDGE (2007), Gender and Indicators : Supporting Resources Collection, http://www.bridge.ids.ac.uk/reports/IndicatorsSRCfrench.pdf

BEST PRACTICE #2
Integrating gender equality in your project strategy

Power analysis

- **Oxfam,** Integrating gender in the GROW campaign (internal document)

- **Oxfam,** Guide to gender mainstreaming in advocacy work (internal document)

BEST PRACTICE #3
Raising awareness and commitment to gender equality within your team

- **AQOCI,** Comité québécois femmes et développement (2011), Training kit : Promoting Gender Equality from Theory to Practice, p. 67 to 96, http://www.aqoci.qc.ca/IMG/pdf/trousse_efh_vang.pdf

BEST PRACTICE #4
Integrating gender equality in your communication strategy

- **AQOCI,** Guide to writing with non-sexist language (2013) *(in French only)*
  http://www.aqoci.qc.ca/spip.php?article331

- **Vachon-L'Heureux** Pierrette and **Guénette** Louise (2006) Guide to non-sexist writing
  (in French only), http://osez-dare.ainc-inac.gc.ca/tr/guide-fra.pdf

- **UNESCO,** Media Development Indicators (2008)
  http://www.unesco.org/new/fr/communication-and-information/resources/publications-and-communication-materials/publications/full-list/media-development-indicators-a-framework-for-assessing-media-development/

- **Conseil régional de l'Île de France,** Gender and communication (2008) *(in French only)*
  http://www.iledefrance.fr/fileadmin/contrib_folder/Doc/Communication_genree.08.pdf

BEST PRACTICE #5
Integrating gender equality into your project evaluation

- **CIDA,** CIDA's Framework for Assessing Gender Equality results (2005)
  http://www.acdi-cida.gc.ca/acdi-cida/ACDI-CIDA.nsf/eng/FRA-324153433-QY6

- **AQOCI,** Comité québécois femmes et développement (2011), Training kit: Promoting Gender Equality from Theory to Practice, p. 53 to 57,
  http://www.aqoci.qc.ca/IMG/pdf/trousse_efh_vang.pdf

4 CHECKLIST

CHECKLIST		
For integrating gender equality in public engagement		
Best practices	**Questions to ask yourself**	☑
BEST PRACTICE #1 : Integrating gender equality at the project planning stage		
Choosing and analyzing your topic	1) Did I do a « gender analysis »to collect sex-disaggregated data ?	☐
	2) Did this data help me understand and explain how women and men experience the issue differently ?	☐
	3) In the terms of reference for the background research, did I specify the need to collect and analyze information on how the issue affects women and men differently ?	☐
Defining your objectives	1) Gender mainstreaming : Did I include gender equality in the framing of all project objectives ?	☐
	2) Specific objectives on gender equality : Did I include a specific objective on gender equality in addition to other project objectives ?	☐
	3) Gender mainstreaming and standalone work on gender equality : Did I decide to do both ?	☐
Choosing your indicators	1) Did I design my indicators in such a way as to gather sex-disaggregated data (ex : number of women and men, percentage of women and men, etc.) ?	☐
BEST PRACTICE #2 : Integrating gender equality in your project strategy		
Designing your awareness raising activities	1) Were the project activities equally accessible to women/girls and men/boys ?	☐
	2) Did the project activities take into account the availability of women/girls and men/boys ?	☐
	3) Did the project activities equally appeal to women/girls and men/boys ?	☐
	4) Did the project activities offer the opportunity for women/girls and men/boys to equally express themselves ?	☐

CHECKLIST (continued)		
BEST PRACTICE #2 : Integrating gender equality in your project strategy (continued)		
Deciding who your advocacy campaign will target	1) Did I do a power analysis to determine who was likely to support or oppose the project's efforts to promote gender equality?	☐
	2) Did I organize specific activities to raise awareness and convince elected officials who were less informed or had misgivings about gender equality?	☐
BEST PRACTICE #3 : Raising awareness and commitment to gender equality within your team		
Making time to discuss and raise awareness about gender equality	1) Have I demonstrated my own commitment to promoting gender equality within the project?	☐
	2) Do I raise the issue of gender equality during team meetings and when planning activities?	☐
	3) Did I organize a gender equality training at the outset of the project to strengthen the capacity of my colleagues?	☐
Choosing partners with expertise in gender equality	1) Did I involve women's organizations and/or other civil society organizations with expertise in gender equality?	☐
BEST PRACTICE #4 : Integrating gender equality in your communication strategy		
Crafting your messages	1) How do my key messages reflect my organization's commitment to gender equality?	☐
	2) Do I have specific messages on the gender dimensions of my project theme?	☐
	3) Do my messages reinforce stereotypes about women and men's roles?	☐
Choosing the right images	1) Are women and men equally represented in my communication materials?	☐
	2) Are women represented as victims or as leaders in my communication materials?	☐
Using the right words	1) Do my written communications use gender-neutral language?	☐
Choosing your media outlets and promotional materials	1) Do the media outlets and promotional materials I use allow me to reach as many men as women?	☐

CHECKLIST (continued)		
BEST PRACTICE #4: Integrating gender equality in your communication strategy (continued)		
Choosing your spokespeople	1) Are there as many women as men who speak publicly about the project (as spokespeople, panellists, facilitators, etc.)?	☐
Choosing the journalists you work with	1) Do I work with both men and women journalists?	☐
	2) Do I provide them with sex-disaggregated data so they can convey the different realities faced by women and men?	☐
BEST PRACTICE #5: Integrating gender equality in your project evaluation		
Setting up your project monitoring system	1) Have I collected sex-disaggregated data for all my project monitoring indicators?	☐
	2) Does the data collected allow me to measure the participation and specific impact of the project on women and men?	☐
Choosing your evaluation methods	1) Did the evaluation allow me to determine whether the project achieved its specific gender equality objectives?	☐
	2) Did the evaluation allow me to assess whether I adequately integrated gender equality in the design and implementation of all steps of the project?	☐
	3) Did the evaluation allow me to measure increased awareness or changes in attitudes vis-à-vis gender equality?	☐

5 ADDITIONAL RESOURCES

GENDER EQUALITY:

Gender analysis (CIDA)
http://www.acdi-cida.gc.ca/acdi-cida/acdi-cida.nsf/eng/JUD-31194519-KBD

Gender Equality, Promise to Practice (CCIC)
http://www.ccic.ca/_files/en/what_we_do/002_ethics_gender_equality_study.pdf

Gender Analysis for Project Planners (Interagency Coalition on AIDS and Development)
http://icad-cisd.com/pdf/Gender_Analysis_for_Project_Planners_EN_FINAL.pdf

Integrating Gender Equality and Women's Empowerment into an Activity, Programme or Policy (New Zealand Aid Programme)
http://www.aid.govt.nz/sites/default/files/Gender%20Analysis%20Guideline_0.pdf

Action Learning for Gender Equality (Gender at Work)
http://www.genderatwork.org/sites/genderatwork.org/files/resources/Action_Learning_for_Gender_Equality-FINAL-3_0.pdf

CIDA resources on equality between men and women (CIDA)
http://www.acdi-cida.gc.ca/acdi-cida/acdi-cida.nsf/eng/EMA-2181431-QCF

The Power of Gender-Just Organizations (Oxfam Canada)
http://www.oxfam.ca/sites/default/files/Ox-Gender-Toolkit_web-final_0.pdf

Millennium Development Goals (UN Women)
http://www.unifem.org/gender_issues/millennium_development_goals/

20 Key Gender Websites in French (BRIDGE)
http://www.bridge.ids.ac.uk/vfile/upload/4/document/1105/BB17Francophone_webresources_final_onlineversion1.pdf

Annotated bibliography on 20 key francophone resources on gender and development (BRIDGE) *(in French only)*
http://www.bridge.ids.ac.uk/vfile/upload/4/document/1105/BB16Francophone_nonwebresources_french_onlineversion.pdf

PUBLIC ENGAGEMENT:

Toward Good Practice in Public Engagement (CCIC)
http://www.ccic.ca/_files/en/what_we_do/002_public_engagement_2009-03_toward_good_practice_in_public_engagement.pdf

Beyond the Placard: A guide to creative public engagement (Oxfam-Québec) *(in French only)*
http://oxfam.qc.ca/sites/oxfam.qc.ca/files/au-dela-de-la-pancarte.pdf

COMMUNICATIONS :

Gender Equality and New Technologies (AWID)
http://www.awid.org/eng/AWID-s-Publications/Gender-Equality-New-Technologies

Photo-language (Le monde selon les femmes) *(in French only)*
http://www.mondefemmes.be/genre-developpement-plan-site_outils-animations_photo-langage.htm

Media and Gender Monitor (World Alliance of Christian Communication)
http://waccglobal.org/images/stories/media_and_gender_monitor/Issue-23/mgm23.pdf

Communicating Gender for Rural Development (FAO)
http://www.fao.org/docrep/014/am319e/am319e00.pdf

Portraits of Women in Action (SUCO) *(in French only)*
http://suco.org/suco/wp-content/themes/twentyten/images/expo-photos/800x600.html

The South through the Northern Eye : Understanding how images of the South influence public opinion (ACIC)
http://www.acic-caci.org/storage/EthicalImgSlideShw.pdf

Focus on Ethics : Addressing Tensions in Choosing Fundraising Images (CCIC)
http://www.ccic.ca/_files/en/what_we_do/002_ethics_focus_on_ethics.pdf

Gender and Development Journal, Media Issue
http://policy-practice.oxfam.org.uk/publications/search?q=*;q1=publications;q2=Gender%20%26%20Development%20Volume%2015%20Issue%203;x1=page_type;x2=journal

THEMATIC ISSUES :

Towards Gender Justice : Mainstreaming a Gender Perspective in Farmer's Organisations (Oxfam Canada)
http://www.oxfam.ca/sites/default/files/imce/towards-gender-justice.pdf

Pathways to Gender Justice Handbook (Canadian Council for Refugees)
http://ccrweb.ca/en/pathways-gender-justice-handbook-htm-format

10 Facts About Gender Inequality in the World of Agriculture in West Africa (Oxfam)
http://oxfam.qc.ca/sites/oxfam.qc.ca/files/10realities.pdf

Engendering the millennium development goals on health (WHO)
http://www.who.int/gender/mainstreaming/en/MDG.pdf

Because I am a Girl : The State of the World's Girls 2012 (Plan International)
http://plan-international.org/girls/pdfs/2012-report/The-State-of-the-World-s-Girls-Learning-for-Life-Plan-International-2012.pdf

OTHER :

Putting the Istanbul Principles into Practice (Open Forum for CSO Development Effectiveness)
http://www.cininet.org/wp-content/uploads/2012/03/230111-implementation-toolkit-en-web.pdf