What are Gender Progress Markers?
Gender Progress Markers (GPMs) are a measurement tool, supplementing a project's suite of monitoring and evaluation techniques, to thoughtfully and deliberately observe the changes in social and gender dynamics affecting women and men in their families and local communities.

Why Gender Progress Markers?
The purpose of GPMs is to move beyond numbers and quantitative data; GPMs look at how attitudes, beliefs, and behaviours related to gender in society progress and change over the life of a project.

Creating Gender Progress Markers
GPMs are a set of progressive behavioural and attitudinal statements that measure change related to gender. GPMs begin with what local partners and project staff ‘Expect to See’ in the community – in other words, describing the current state. Then, through validation and consultations, women and project staff develop statements of behavioural changes that the community would ‘Like to See’ and ‘Love to See’, based on the desired outcomes articulated by communities. Through periodic focus group discussions and consultations over the course of the project, data is collected on whether the project is contributing to behaviour change towards the ‘Like to See’ and ‘Love to See’ outcomes.

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<th>Example of GPM for Family and Community Recognition</th>
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<tr>
<td><strong>Expect to see</strong>: Husbands and male family members keep their wives’ small income generating activities low profile because of the culture of shame and community gossiping.</td>
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<tr>
<td><strong>Like to see</strong>: Husbands and male family members talk positively about their wives’ businesses in front of their extended family.</td>
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<tr>
<td><strong>Love to see</strong>: The community sees the value of women’s contribution to the home and economy, and women can express their ideas/experiences among other women.</td>
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<tr>
<td><strong>Love to see</strong>: Husbands and male family members talk proudly about their wives’ businesses in front of community members.</td>
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*Expect to See is the current context or state. Like to See is a progression towards the desired behavior outcomes, and the Love to See statements are the most desired changes over time.*
Outcomes Directed by Women and Families

The most important part of creating GPMs is involving women and their families (their husbands, fathers, brothers and/or sons) in the creation and validation of GPMs. Before creating a series of progress markers, the women and their families are first consulted on what success would look like, specifically related to women’s and men’s behaviour as it contributes to women’s economic empowerment. The desired outcomes described by women and their families serve as the end goal against which GPMs measure progress.

Gender Priorities in the Jordan Valley: The Gender Progress Markers Process

The Jordan Valley Links (JVL) project first piloted GPMs with women working in two different sectors – community-based tourism and food processing. The assumption was that GPMs would look different for women in different sectors and from different areas of the Jordan Valley. The project’s gender analysis of factors limiting women’s economic participation helped identify four priority areas of change to be targeted for discussion and inclusion as GPMs.

- **Division of Labour**
  - Role of men in supporting women
  - Involvement in household chores, childcare, how leisure time is spent

- **Agency and Decision-Making**
  - Involvement of women in making household decisions, including financial management
  - Level of control men have over women’s business and income

- **Women’s Self-Confidence**
  - Women’s confidence in their business management skills
  - Women’s confidence in their technical and financial management skills

- **Family and Community Appreciation**
  - Men’s support, pride, and promotion of women’s economic activity
  - Support from community for women’s businesses
Once gender priorities are identified, progress statements are created and validated alongside local communities, the project used GPMs to collect qualitative data related to gender and social dynamics in local communities. This data could then be used to modify interventions to contribute towards the achievement of desired outcomes identified by the women themselves.

Gender Progress Markers: A Summary

In closing, there is great value in adopting GPMs to both monitor and facilitate gender equality changes within households and communities. The JVL project has integrated GPMs as a critical tool to determine whether women and men are benefiting from changing gender relations as a result of women’s economic empowerment – changes that should lead to reduced barriers for women to engage in economic activities. The project encourages other organizations and projects to adopt this process, which can lead to more holistic, community-wide, locally-driven progress to women’s economic empowerment.

If interested in adopting GPMs into other organizations and projects, please refer to the project’s Technical Brief and Implementation Manual.
About Jordan Valley Links
The Jordan Valley Links (JVL) project aims to improve the entrepreneurial and business acumen of women and youth to increase their contribution to Jordan’s economic growth. The project facilitates access to finance, training and mentorship and works in food processing, community-based tourism, and clean technologies, ensuring these sectors strive for environmentally sustainability and gender-responsive practices.

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