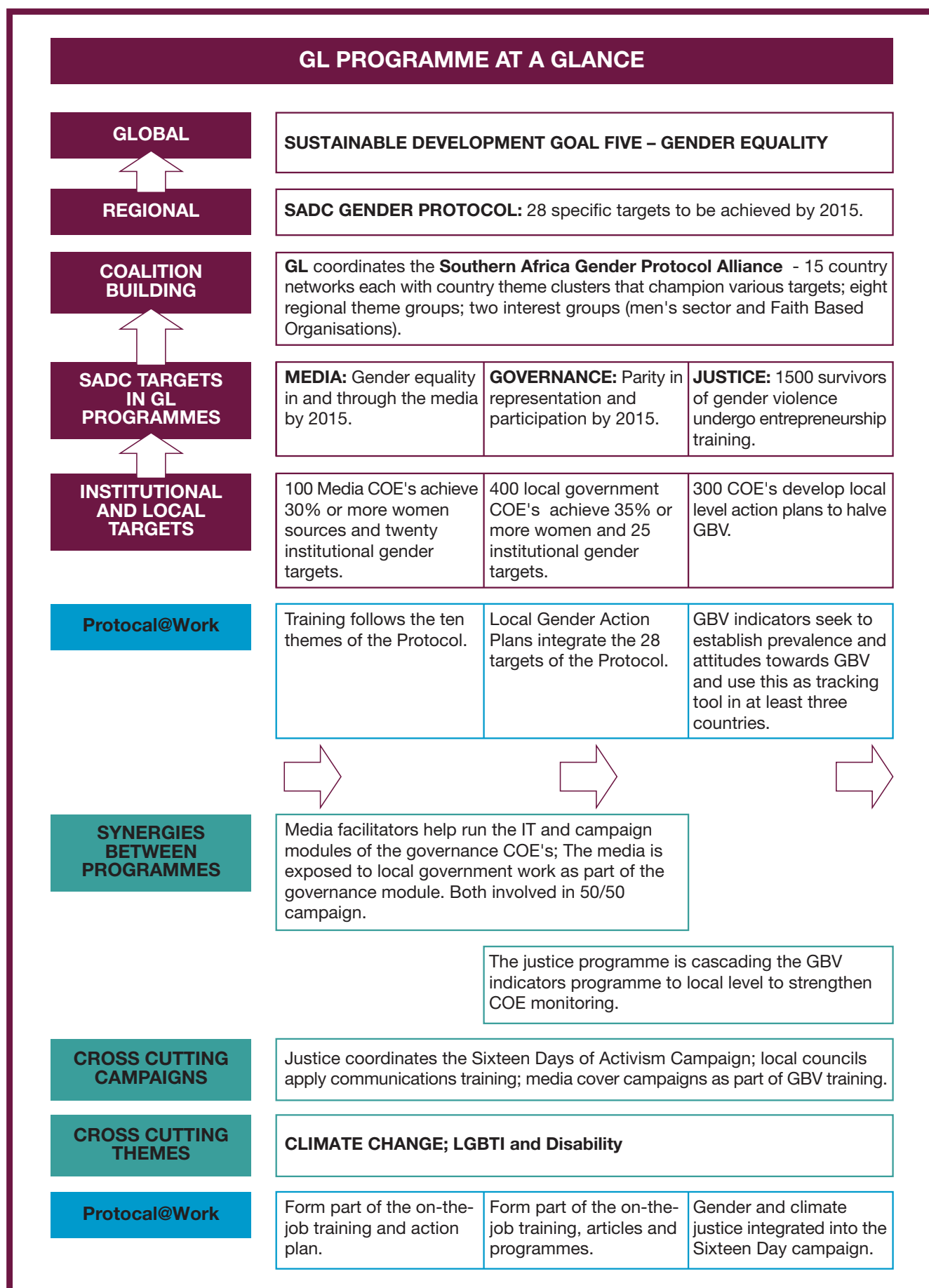


GL PROGRAMME OF ACTION





“Gender Links is a small NGO with expertise in research, advocacy, and engaging the media in social transformation. All Gender Links' work is based on research. Gender Links uses the outcomes of research to innovate and take risks in implementing new tools, concepts, and methodologies sometimes in unfamiliar territories.

At the core of GL's work is the drive to change lives and so women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of SADC Protocol. Gender Links has moved from breadth to depth as evidenced from all programmes progressing from research, to action plans, to capacity building, to a much stronger monitoring and evaluation of the impact the work, and now to managing results for change. All GL's work is managed in a cost-effective way that gives value for money. Because of its small size and wide scope of work in the region, GL works through smart partnerships to bring change and impact lives in SADC region.”

- PPA Mid Term Evaluation

GL's vision is a region in which women and men are able to participate equally in all aspects of *public and private life* in accordance with the provisions of the SADC Gender Protocol (SGP). GL believes that the *vicious negative cycle of inequality* can be turned into a *virtuous positive cycle of equality*.

At the **state level** GL, as coordinator of the SADC Gender Protocol Alliance, has mounted a high profile campaign for the review of laws and policies, and allocation of resources to achieve the Protocol targets. In This campaign is measured through the annual SADC Gender Protocol Barometer, a key evidence-based mobilising tool for civil society. GL's justice programme works with governments to provide baseline data on gender violence for multi-sector national action plans aimed at halving gender violence by 2015. In 2014, GL and the Alliance started a campaign for the

review and alignment of the SADC Gender Protocol to the SDGs. The post-2015 SADC Gender Protocol is expected to be adopted in August 2016.

At the **institutional level**, GL integrates the targets of the Protocol into 400 local government and media gender action plans that contribute to the attainment of gender parity and gender responsive governance in these sectors. At the **individual level**, GL builds the capacity of Gender Champions and Focal Persons - *Drivers of Change* - to demand accountability through learning-by-doing. GL has also piloted a programme to link survivors of GBV to local entrepreneurial opportunities, testing a nested ToC on the link between economic empowerment and the reduction of GBV.

The table below summarises GL's key achievements and strategic thrusts 2014 to 2016:

| Programme | Main result | Targets and milestones 2014-2016 |
|------------|---|---|
| Alliance | Building a strong coalition in support of gender equality around a regional instrument with strong targets and timeframes. | Using the SADC Gender Protocol to influence the global post-2015 agenda and vice versa. |
| Media | Working directly with 108 media houses (eight more than target) on gender aware reporting including self- monitoring: a global first; chairing the Global Alliance on Media and Gender. | Completing the expanded ten plus ten (20) stage process in these media houses and expanding the Centres of Excellence to media training institutions. |
| Governance | Enlisting 360 Councils (60 more that target) to become Centres of Excellence (COE) for gender now investing 78 times more than PPA spend in the implementation of their gender action plans. ⁱ | Expanding the programme by 25% to reach nearly half of all councils in the region; mounting a campaign for legislated quotas for women's political participation in at least ten countries. |
| Justice | Conducting ground-breaking research on measuring gender violence in six SADC countries and using this to inform National Action Plans (NAPS). | Developing and running strategic communication campaigns on the findings in the six countries while completing the NAPS. |

ⁱ VFM tracking sheet and case study for the governance programme.