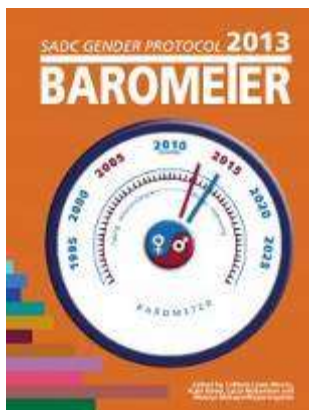




## VALUE FOR MONEY CASE STUDY

<b>TITLE</b>	<b>OUT OF THE BOX COUNTRY BAROMETERS</b>
<b>MANAGER</b>	<b>Sifiso Dube</b>
<b>PROGRAMME OR UNIT</b>	<b>Alliance – Going green</b>
<b>NATURE OF SERVICE/PURCHASE</b>	<b>Printing services</b>
<b>DATE/S</b>	<b>March 2014</b>
<b>DONOR/S</b>	<b>EU Global and PPA</b>

### Synopsis



The SADC Gender Protocol barometer is an annual production of tracking progress of the SADC Gender protocol targets across the SADC region. The publication is used by many of Gender Links (GL) stakeholders as reference material. It is interesting that the barometer is also used by the governments as an accountability tool for the progress they have done in implementing the protocol.

Production of the barometer is an annual exercise which requires in-depth, up-to-date research from country level. This implies heavy investment on research, editing, design and printing costs. This case study outlines how GL has used online methods and printing on demand to ensure that there are green savings for the annual publication. With the world going digital and more and more people accessing internet, GL has joined the movement of printing the publication on demand and having controlled accessibility on the cyber space. Further, GL has strengthened its publications management to ensure that there is targeted strategic distribution to stakeholders.

"I've been accessing documents from your website for the past few weeks and found the barometer interesting. In the meantime, would it be possible to send me the full chapters on GBV/VAW from the latest Barometers for Malawi, Mozambique, South Africa, Zambia and Zimbabwe?" *Alison Channon, Gender Justice Intern, Oxfam GB, Southern Africa, May 2014.*

"The SADC Gender Protocol Barometer is emulated as a best practice in tracking gender equality at the Commission on the Status of Women. The barometers were like hot cakes for the women's movement." *Dr Mary Shawa, Principal Secretary in the Ministry of Gender, Malawi, 2014*

## Summary

**Table 1.1 Savings on printing costs<sup>1</sup>**

Description	Potential	Actual	Savings	Notes
Cost of layout 11 Barometers	247500	148500	99000	Preferred supplier charged 13500
Cost of printing 1000 copies full colour	194450	145080	49370	Based on the printing costs comparison and actual printing
<b>Total</b>	<b>441950</b>	<b>293580</b>	<b>148370</b>	Layout and printing

Table 1.1 shows that GL saved a total of R148370 on printing costs for the country barometers. GL saved R99000 on layout costs and R49370 on the actual printing.

The barometer is used by different kind of stakeholders, the majority who have access to computers and internet. The barometer distribution is done regionally and globally across various forums on gender. The information on progress of the SADC Gender Protocol targets is very dynamic which prompted GL to produce an annual production of the publication. This enables an annual review of the progress on the SADC gender protocol targets by member states and civil society which uses the barometer as an advocacy tool. This evidence based approach has been a flagship project for GL with each production enriched each year.

However, the yearly production of the barometer implies huge production costs especially on printing. GL explored ways of minimising printing costs of the barometer whilst ensuring that it is accessible to a wider networks of stakeholders. Through interactions with beneficiaries, GL has witnessed an increased use of laptops and internet as well as increased application of the SADC Gender Protocol. GL concluded that there is need for a hybrid approach in the barometer production with both online access, CD Rom printing and hard copy printing on demand. This way, the barometer is accessible to stakeholder on the cyber space, on-the-move stakeholders as well as traditional reference points such as libraries. This dynamic approach has also reduced transportation costs of moving the barometer from GL head office to various destinations. This approach has mitigated the printing costs challenges as well as transportation since the annual production is quite heavy in weight. The winning point is that the barometer is now accessible online and on light weight discs whilst the hard copy version is accessible on a need basis enabling GL to achieve green savings.

## Economy

### ***Procurement procedures***

The barometer production involves research which changes frequently within a year depending on each of the 15 country contexts. GL has used various printers from head office and in country to ensure that hard copies of the barometer are available to stakeholders. Quote comparisons of printing in various forms were done for both country and head office level. The conclusion reached after accessing the quotes was that it is cheaper and quicker to print barometers using digital print and CD Roms. Analysis showed that there is need to have the barometer accessible online to increase visibility and accessibility. GL selected preferred suppliers for the printing exercise who could print on

<sup>1</sup> Barometer VFM sheet and printing costs comparison

demands both barometers and CDs. The preferred suppliers are able to print cheaply, hard copies using digital printing which are equally appealing to the reader as the normal book print. Total savings achieved on tightening printing procurement and choice of preferred suppliers for both design and printing were R148370 for 11 country barometers in the short term.

**Table 1.2 Long term green savings**

Cost of printing 500 CDs only in 15 countries	90000
Costs of printing 500 CDs and 100 books per country in 15 countries	194450
Total green savings in the long term per year	<b>104450</b>

Table 1.2 above shows that the green savings can potentially increase to R104450 if CDs only are printed without hard copy books.

## **Efficiency**

### **References**

GL has contracted the printers and the design/layout suppliers before and were on the preferred supplier database. GL held meetings with both suppliers to outline the publications in the pipeline and negotiate lower prices due to volume of work. The suppliers were previously used by GL and had proven to be available beyond normal delivery expectation to meet the design and printing. In addition, the suppliers have proven over the years to be available through all reasonable means of communication thereby proving to be efficient. Having worked on GL publications before, the suppliers knew the audience of the publications and the expected standards. The suppliers are always willing to learn new methodologies of quicker delivery and share these with GL e.g. PDF proofing and digital printing.

### **Timeframes**

GL communicated with the suppliers prior to the procurement process on delivery timeframes. A compromise was reached to have reasonable delivery timeframes and extended hours of delivery spilling over weekends. An instance where the printing press of the printers broke down proved the efficiency of the supplier as they kept GL informed on progress of the printing and had explored outsourcing the printing in case of further delays.

### **Use of IT**

GL mainly used email to communicate with the designer and the printers. All documents for design and printing were sent via email. For the design, use of sticky note to correct PDF documents proved efficient. Digital printing was used as an innovative and faster way to print on demand. The use of CD Roms ensured lightweight access of the barometers for those with computers reducing transportation costs. It also allowed users to save the barometer in their own computers for future reference. In addition, the finalised barometer is available online for those who have access to internet, see <http://www.genderlinks.org.za/page/protocol-work> .

## **Effectiveness**

### **Approaches**

Having the barometer accessible to all GL stakeholders was the main consideration before concluding on the best printing combination. The frequency of the barometer production was also considered before choosing the print option whilst accessibility in the digital world and cyber space was also considered. It is costly to print an annual publication whose content changes annually (sometimes more than once). The approach taken was to have hardcopies available to stakeholders and ensuring online accessibility.

GL works across 15 SADC countries but the work sometimes extends to continental and global reaches. It is therefore not possible to have a budget that will meet hard copy printing for every stakeholder in national, regional and global platforms. In addition, with a chapter on climate change in the barometer, it has become important for GL to consider greening its programming through reduction of printing. GL considered the online platform that would provide feedback to enrich the barometer.

### **Multiplier effects**

*Table 1.3 Advantages and disadvantages of approaches*

<b>Type of print</b>	<b>Advantages</b>	<b>Disadvantages</b>
Full colour printed	<ul style="list-style-type: none"> <li>• Appealing to the eye</li> <li>• Durable</li> <li>• Accessible to every potential reader</li> </ul>	<ul style="list-style-type: none"> <li>• Heavy in terms of weight, Expensive – cheaper to print larger volumes</li> </ul>
Digital/online/CD Rom	<ul style="list-style-type: none"> <li>• Print on demand</li> <li>• Small volumes can be printed anytime</li> <li>• Digital prints accessible to all potential readers</li> <li>• Accessible online</li> <li>• Light weight</li> <li>• Cheaper for either large or small volumes</li> <li>• More environmental friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Print outs not durable</li> <li>• CDs can only be used by those who have computers</li> <li>• Online platforms available to few stakeholders with internet</li> </ul>

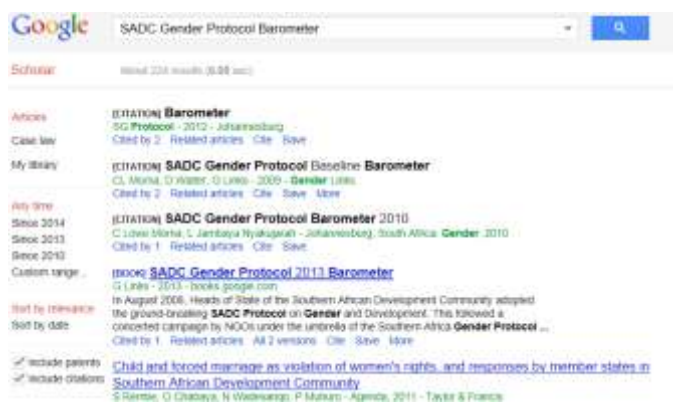
Table 1.3 shows the advantages and the disadvantages of using digital print, normal book print, CD Roms and online platforms. Although aesthetic appeal is important to some readers, the movement of information is increasingly leaning towards accessibility and reduction of climate change. Transportation is also a factor in terms of costs as it is more expensive to transport books than it is to transport CDs. With online platforms, GL is likely to attract the younger readers who use the internet frequently.

**Table 1.4 Multiple usages**

Digital/Online/CD Rom	<b>Multiple products and usage</b>	<b>Explanation</b>
	Feedback on publication	Online comments allow for feedback on the barometer
	Tracking user access	Online platforms has assisted in tracking how many times each barometer has been accessed.
	Sharing of publication through CDs	Users can save information on different computers thereby increasing the number of people who use the publication.
	Green savings through the print on demand	Printing done on a need by need basis to avoid wastage

Table 1.4 shows multiplier effects of using digital print, online platforms and CD Roms. The feedback on the barometer is an example of effectiveness of the online platforms while tracking user access and on demand printing has reduced wastage and improved green savings.

## Long term benefits and capacity



The long term benefits are that the website is a backup storage for the barometer which is searchable anytime. The online platform has increased the number of people visiting the GL website to access the barometer. Through communication with partners, it has been more effective to send them URLs instead of hard copy books of the barometer. The South Africa barometer in particular received feedback from

online users before being finalised. Women from South Africa's nine provinces were able to input their feedback on the barometer during an alliance workshop held before the barometer was launched, see <http://www.genderlinks.org.za/article/sadc-gender-protocol-barometer-2013-south-africa-2013-11-22> .

## Changing lives

The barometer has been used by the governments to be accountable to the citizens. The Lesotho Ministry of Gender has pledged to use the barometers to mainstream gender in other Ministries starting with a presentation of the barometer before the cabinet. The Ministry of Women Affairs in Zimbabwe emulated the barometer as a good tool for tracking reduction of gender based violence. The barometer has been used by the Alliance networks as an advocacy tool as they implement their activities while scholars have used the online resource for reference in research. The barometer has provided case studies of beneficiaries who have been excited to see their work in the book. Community by community, the barometer has been a platform of amplifying the voices on the ground and linking those with policy making processes.

The unforeseen consequences were that it was necessary to build capacity of some beneficiaries in the use of IT in order to access the barometer online. It has also been necessary to have a country by country approach as the access to computers and internet differs across the countries; for example in Mauritius only a few hard copies of the barometer were printed and the rest were CD Roms.

## Lesson learnt

The lessons learnt on printing the barometer have been the following:

- The world is going digital but not at similar paces.
- Negotiating with suppliers on time can reduce costs.
- Green savings are possible through reduction of printing and country context analysis of printing needs.
- Stakeholder analysis is important to ensure a balance mix of accessibility of publications.



Honourable Chief Thesele Maseribane, Lesotho Minister of Gender during the opening session 2014 Regional Summit in Johannesburg

Photo: Thando Dlamini

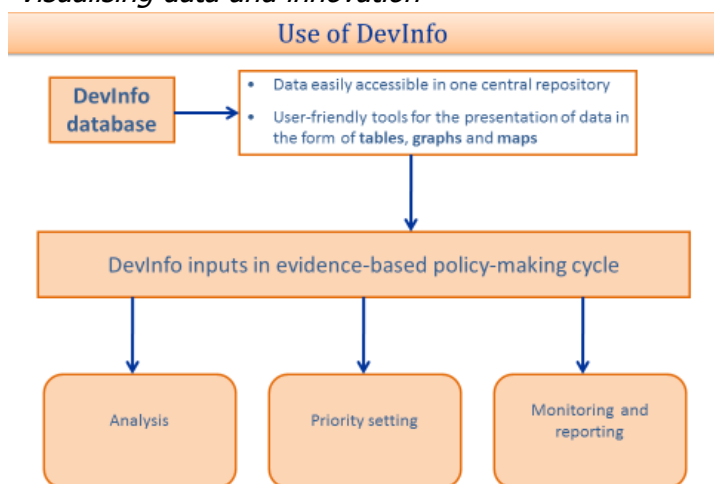
[http://gemcommunity.genderlinks.org.za/gallery/main.php?q2\\_itemId=45671](http://gemcommunity.genderlinks.org.za/gallery/main.php?q2_itemId=45671)

## Future approaches

### Accessibility

In 2014, GL will use the online feedback from the 2013 barometer to improve the 2014 barometer. GL will print the regional barometer in digital print and the country barometers on digital print and CD Roms. All barometers will be available online through the GL website. GL will use the same service providers but expand the database of similar service providers in countries. The online platform will enable GL to visualise usage of its publications and provide feedback on the publication itself.

### Visualising data and innovation



GL is exploring use of DevInfo (a UN database system used to monitor human development) for analysis of barometer data at a glance. This will allow GL:

- analysis and prioritization
- monitoring of data usage
- reporting of products and management of results
- collate and present data in the form of tables, graphs and maps
- distribute publications online through a common data platform
- Improve coordination among partners
- Joint approaches to identify and

eliminate bottlenecks

- Understand multi-dimensional nature of programmatic interventions

The current status of not having a common data platform implies that GL is the central holder of information and data as shown in the diagram below.

