

TC Document

I. Basic Information for TC

▪ Country/Region:	IADB member countries in Latin America and the Caribbean/Regional
▪ TC Name:	Path to Equality: Strengthening Women's Voice and Agency in Latin American Political Parties
▪ TC Number:	RG-T2827
▪ Team Leader/Members:	Maria Teresa Villanueva (Team Leader, SCL/GDI); Norma Pena (SCL/GDI); Maria Inés Vásquez (IFD/IFD); Loreto Setién (SCL/GDI); Valeria Pacheco (EXR/CMG); Lina Uribe (SCL/GDI); and Margie-lys Jaime (LEG/SGO).
▪ Indicate if: Operational Support, Client Support, or Research & Dissemination.	Research and Dissemination
▪ Date of TC Abstract Authorization:	May 9, 2016
▪ Beneficiary:	IADB member countries in Latin America and the Caribbean
▪ Executing Agency and Contact Name:	Inter-American Development Bank, through the Gender and Diversity Division, Social Sector (SCL/GDI); María Teresa Villanueva.
▪ Donors Providing Funding:	Gender and Diversity Multi-donor Fund (MGD)
▪ IDB Funding Requested:	US\$150,000
▪ Local Counterpart Funding	US\$0
▪ Disbursement Period (which includes execution period):	30 months
▪ Required Start Date:	November 15, 2016
▪ Types of Consultants:	Consulting firm and individual consultants
▪ Prepared by Unit:	SCL/GDI
▪ Unit of Disbursement Responsibility:	Social Sector (SCL)
▪ TC Included in Country Strategy (y/n);	N
▪ TC included in CPD (y/n):	N
▪ Update to the Institutional Strategy (AB-3008):	Development challenge of social exclusion and inequality; and gender equality and diversity

II. Objectives and Justification of the TC

- 2.1 While the share of women in leadership positions in Latin America and the Caribbean has increased significantly over the past two decades, the overall situation remains sobering: women make up half of the region's population but hold only 26% of cabinet-level appointments, 25% of congressional seats, and 21% of congressional committees or commissions ([IPU](#); [GEPPAL 2015](#)). In the lower house/unicameral and upper chambers, women in the region represent a mere 12% and 7% of party caucus chiefs, respectively ([GEPPAL 2015](#)). Indigenous and afro-descendant women also remain woefully underrepresented at all levels of government, even in countries with a high indigenous and afro-descendant population. For example, African descendant women in Brazil occupy a mere 3.7% (3 of 81) of seats in the senate and 1.9% (10 of 513) of seats in the chamber of deputies, despite representing 26.6% of the Brazilian

population. Moreover, there are no elected indigenous peoples in those spheres ([Ozemela and Roza 2015](#)).

- 2.2 Why does it matter how many women are in power? In the public sector, a mounting body of evidence indicates that women's presence in elective bodies improves the allocation of public resources ([Beaman et al. 2007](#); [Yanez-Pagans 2014](#)) and increases the probability that women's and children's interests will be represented in legislative priorities ([Barnes 2012](#); [Jones 1997](#)). Women in public office also serve as role models, inspiring more women to enter politics, reducing negative biases against women ([Beaman 2009](#)) and raising adolescent girls' career aspirations and educational attainment ([Beaman et al. 2012](#); [Clots-Figueras 2012](#)).
- 2.3 Efforts to address women's underrepresentation in public office must include political parties, which are often considered the gatekeepers to women's advancement to power ([Caul 1999](#); [Childs and Caul Kittilson 2016](#)). Political parties recruit and select candidates for elected offices and, in this role, they determine the composition of the candidate lists on which citizens cast their vote. In addition, parties and their top leaders not only oversee the choice of candidates, government plans, and public policies once they are in office, but in many cases they also choose legislative leaders. Despite a growing distance between citizens and parties in recent years, they continue to fulfill, with varying degrees of success, their role as the voice with which a society expresses its concerns.
- 2.4 Women's voices are relatively absent from decision-making positions in political parties. Data from 2012 shows that despite the existence of quota laws in 15 countries in Latin America, women comprised on average only 30% of legislative candidates. The lack of support for women in political parties is also evident in internal party structures. Although women make up more than 50% of the membership of many parties, they are largely absent from top party posts. Only 20% of party executive committee members are women, and the proportion of women who serve as party presidents or secretary generals is even lower, at 12%. Moreover, the majority of parties (55%) don't include any language referring to gender equality or non-discrimination based on sex in their by-laws ([GEPPAL 2015](#)).
- 2.5 To address these gender gaps, the IDB, in collaboration with the International Institute for Democracy and Electoral Assistance (International IDEA), launched in 2010 the [Gender and Political Parties in Latin America](#) (GEPPAL) initiative, an online database with party and national-level indicators that maps women's status in political parties and elected office across 18 countries in Latin America. This is the only existing initiative that collects gender-disaggregated, comparative data from political parties in the Latin American region.¹ GEPPAL addressed the lack of reliable data about women's participation in Latin American political parties, and was a critical first step in documenting women's status in political organizations, and identifying obstacles and good practices. Several publications

¹ The TC Opening Gates: Advancing Women's Political Participation (RS-T1301, ATN/MG-11893-RS) originally funded the creation and maintenance of the database as well as its knowledge products.

have been produced,² which have been downloaded over 4,500 times.³ The dataset has been used by academicians and cited by international organizations, government leaders, academics, media and activists.

- 2.6 In spite of these efforts to visualize women's participation in political parties, more needs to be done. Achieving greater participation and representation for women in public life requires the implementation of concrete strategies by political parties and their leaders. To this end, the objective of this project is to promote and strengthen women's voice and agency in political parties in Latin America by building the knowledge-base and capacity of parties to adopt gender equality principles and actions.
- 2.7 The objective of this TC is closely aligned with two cross-cutting and interrelated themes identified in the IDB's Updated Institutional Strategy (AB-3008): gender equality and strong institutions. Empowering women and fully leveraging their skills and leadership contributes to stronger public institutions, since diverse leadership fosters a more inclusive approach to service delivery and policy making. In addition, this project contributes to the Gender and Diversity Multi-Donor Fund's (MGD) Knowledge Management Component by supporting data collection and the generation and dissemination of new knowledge to increase the region's capacity to promote gender equality. Finally, the objective of this TC is strongly aligned with Inter-American Development Bank's Operational Policy on Gender Equality in Development (GN-2531-10), which calls upon the Bank to foster greater gender equality and women's empowerment.

III. Description of Activities/Components and Budget

- 3.1 **Component 1. Knowledge generation and dissemination.** The objective of this component is to promote the exchange of best practices and effective strategies for promoting women's leadership and participation in political parties and political life by producing and disseminating knowledge.
- 3.2 The project will generate new knowledge on the state of men and women's political participation, factors that inhibit women's involvement in political life and strategies that effectively promote their political empowerment. The existing online GEPPAL database will be updated with electoral data from 2013 to 2016 and several analytical pieces will be produced with the data.⁴ These include: a regional index to measure a political party's commitment to gender equality based on their norms and practices; a statistical analysis of party-level factors that determine the proportion of female candidates; and a descriptive temporal

² [*Partidos políticos y paridad: La Ecuación Pendiente*](#). 2009. BID/IDEA.

[*Partidos políticos y paridad: Un desafío de la democracia en América Latina*](#). 2015. BID/IDEA

Partidos políticos y paridad: una mirada subregional a Centro América, República Dominicana y México. 2015. BID/IDEA.

Mujeres y los partidos políticos latinoamericanos en perspectiva comparada. Forthcoming. In [*Mujeres en la política en América Latina: experiencias nacionales y subnacionales*](#). Eds. Flavia Freidenberg, Mariana Caminotti, Tomás Došek y Betilde Muñoz Pogossian. Mexico.

³ Statistics from IDB and International IDEA website.

⁴ The countries to be updated include: Bolivia, Costa Rica, Colombia, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Peru and Venezuela. This will ensure that all countries have updated data through December 2016.

analysis mapping women's status in political parties. Efforts will be made to include data disaggregated by ethnicity. The publications will include recommendations focused on electoral reforms (for parties' internal elections), as well as policies and practices that can be adopted by policy-makers and political parties to promote gender equality in political parties and public institutions.

- 3.3 The knowledge produced will be shared with electoral tribunal and political party leaders and policy-makers through two national events in the region as well as through social media.⁵ Political party leaders and other champions who have promoted gender equality within their political parties will be identified and encouraged to share their experiences and good practices with other political leaders in order to inspire them to move the gender equality agenda forward in the institutions they lead. In addition, a community of practice will be created to promote the sharing of experiences and knowledge through [Red PROLID](#), an online IDB platform that aims to promote women's leadership in the public sector. (See paragraph 3.8 for a description of the community of practice).
- 3.4 Expected outcome: Political parties, electoral tribunal leaders and policy-makers acquire and exchange relevant knowledge about successful strategies for promoting gender equality in political parties. Expected outputs: (i) national and party-level data covering 2013-2016 period is collected and made available online; (ii) a political party index and at least two articles produced and disseminated; and (iii) 50 political party and electoral tribunal leaders, policy-makers, women activists, and scholars attend 2 national seminars on political parties and strategic gender issues. The following products will be funded by this TC: political party surveys and data processing; preparation of index and two articles; dissemination of index and two articles via social media, webinars and blog articles; implementation of 2 national seminars; and technical maintenance of GEPPAL website.
- 3.5 **Component 2. Capacity-building.** The objective of this component is to strengthen the capacity of political party leaders and heads of gender units to promote gender equality through training and active engagement in a community of practice where they can exchange information, seek advice from peers, problem-solve, access role models, and expand their network.
- 3.6 An effective strategy for promoting women's political participation in political parties combines reforms to political institutions with targeted support to women party activists, women candidates and elected officials ([Ballington 2012](#)). To this end, around 35 political party leaders and gender unit heads will be invited to participate in a regional training workshop with the following objectives: (i) promote the sharing of good practice approaches that can be included in institutional reforms and political party policies and strategies; (ii) build the capacity of political parties to become more effective champions of women's needs and demands; (iii) build a sense of community and trust among

⁵ National events will be held in countries that meet the following criteria: countries that provide opportunities to expand the reach of the event and number of participants (such as piggy-backing with other larger IDB or International IDEA conferences), level of interest and capacity of IDB country offices or International IDEA's local offices to support the event, and other strategic considerations.

participants; and (iv) define the content, rules of engagement, and key actions needed to ensure quality participation in the online community of practice that will be launched following the workshop. During the workshop, participants will draft proposals to promote gender equality within their parties. The workshop will also include a training of trainers' component so participants may replicate the training upon their return to their countries. The regional workshop will be designed and conducted by experts in the field.

- 3.7 Political party leaders will be selected by a selection committee comprised of 3-4 individuals from the IDB and International IDEA. They will be drawn from the pool of political parties that have participated in the GEPPAL survey.⁶ The selection criteria that will be used to identify participants include: (i) experience adopting good practice approaches to foster gender equality; (ii) level of motivation and commitment from party leadership to promote gender equality and women's participation⁷; and (iii) geographic representation, among other criteria to be defined by the selection committee.
- 3.8 Following the regional workshop, the community of practice will be launched online via the Bank's [Red PROLID](#) platform.⁸ By sharing their experiences, stories, tools, and ways of addressing recurring problems, the community of practice members will develop a shared body of knowledge, skills and human resources. Participants who chose to implement their proposals after the workshop will find support and resources through the community of practice.⁹ To promote an active membership, emphasis will be placed on fostering high-quality interactions, networking density and trust within the online community. Webinars, discussion forums and other tools will be produced to stimulate debate and learning among community members. While the online community of practice will remain private and by-invitation only, the material and tools on gender and political parties will be made available to a broader public through the *Red PROLID* website and its social networks. *Red PROLID* is also expected to provide sustainability to the community of practice once the TC reaches its conclusion.
- 3.9 Expected outcome: Political party leaders and heads of gender units within political parties strengthen their capacity to promote gender equality through technical training and active engagement in a community of practice. Expected outputs: (i) around 35 political party leaders and heads of gender units attend a regional workshop on strategies to promote gender equality and actively participate in a community of practice; (ii) 15 proposals with strategies to promote gender equality drafted during workshop and 3 implemented post-workshop; and (iii) training material as well as webinars, forums and videos produced and

⁶ The surveyed sample consists of political parties in Latin America that won at least 5% of the seats in either the lower house or unicameral chamber of the national legislature in the most recent elections. In countries where fewer than five parties won 5% of the seats, the number of parties required is added, in descending order, to reach the target minimum of five. If a party received between 4.5% and 4.9% of the seats, the figure is rounded to 5% and the party is included in the sample.

⁷ Interested candidates will submit a brief description of gender-oriented policies that the party has adopted or a preliminary proposal of how they plan on promoting gender equality in their own political party.

⁸ Red PROLID is a virtual network that aims to promote women's leadership in the public sector.

⁹ The proposals that participants choose to implement will be funded by the beneficiary and not by this TC.

disseminated to promote online engagement among community of practice members. This TC will fund the following products: preparation and implementation of 1 regional workshop; training material; creation and maintenance of online community of practice; and webinars, forums and videos.

Indicative Results Matrix

Expected product/outcome	Indicator	Unit of measure	Base line	Target			Means of verification
				Year 1	Year 2	Year 2.5	
Outcome							
Improved capacity of political parties to promote gender equality	% of workshop participants that increase knowledge and ability to implement gender equality strategies	Participants	0	0	75%	0	Before and after evaluation test, Satisfaction Survey Post workshop survey
	# of proposals implemented by political parties after workshop	Proposal	0	0	1	2	
Increased knowledge exchange and best practice sharing among political parties, electoral tribunal leaders and policy-makers	% of national event participants saying they found knowledge presented at national events useful and relevant	Participants	0	90%	90%	0	Satisfaction survey, Google, FB, Twitter and IDB website analytics
	Engagement rates in social Media (likes, shares and comments in Facebook and Twitter)	Engagement rate	0	70%	70%	70%	
	# of publication downloads from IDB website	Downloads	0	0	150	50	
Output							
Component 1. Knowledge Generation and Dissemination							
Online database with updated data published online	# updated database	Database	0	0	1	0	GEPPAL website
Regional studies on gender and political parties produced	# regional studies on gender and political parties	Study	0	1	1	0	GEPPAL website
Index on gender and political parties developed	# indices	Index	0	0	1	0	GEPPAL website
Media campaign to disseminate database and knowledge implemented (milestones:	# media campaign	Media campaign	0	0	1	0	Website analytics

webinars, social media posts blog articles)			0 0 0	1 10 2	1 30 2	0 10 1	
National event for policy-makers, political party and electoral tribunal leaders implemented	# of national events	Event	0	0	1	1	Event records; Satisfaction Survey
Component 2. Capacity-building							
Regional training workshop for political party leaders and heads of gender units implemented	# of workshops	Workshop	0	0	1	0	Event records; Satisfaction Survey
Online community of practice for political parties created	# of communities of practice created	Community of practice	0	0	1	0	Website analytics

3.10 The achievement of the project's expected results will be monitored and evaluated through the participants' survey/evaluations, the IDB EXR digital toolbox and website analytics provided by Google and social networking sites. Quantitative/qualitative indicators will measure knowledge acquisition/exchange through participant evaluations, online/social media activity and media coverage. Workshop participants will be tracked after the workshop to assess adoption of strategies and extent of networking. A final evaluation survey will measure effects of project on political party support for gender equality.

3.11. Total funding request is US\$150,000, which will be funded by the Gender and Diversity Multi-donor Fund (MGD).

Indicative Budget (US\$)

Activity/Component	Description	IDB/Fund (MGD)	Counterpart Funding	Total Funding
Component 1. Knowledge generation and dissemination	Data collection, analytical articles, national conferences, dissemination	100,000	0	100,000
Component 2. Capacity-building	Training workshops, Community of practice, Dissemination	50,000	0	50,000
Total		150,000	0	150,000

IV. Executing Agency and Execution Structure

4.1 The Gender and Diversity Division (SCL/GDI) will execute this project over a 24-month period. The disbursement period will last 30-months. The IDB will execute the TC considering that this is a Bank initiative that has been implemented by the IDB since its inception, with the support of International IDEA. In addition, the IDB wants to coordinate the community of practice in order to ensure the quality of the initiative and to continue building the Red PROLID brand. Finally, the IDB's convening capacity and access to key leaders in the Region will ensure that the national conference and community of practice will attract and maintain the active participation and required commitment of public official leaders.

- 4.2 Key partners to the success of this TC include [International IDEA](#), an inter-governmental organization with whom the IDB has partnered since 2009 to implement the GEPPAL initiative; the Institutional Capacity of the State Division (IFD/ICS), given their mandate to strengthen public institutions and support reform processes in the region, and the External Relations Department (EXR), given their strategic communications expertise.
- 4.3 **Procurement.** The Bank will contract individual consultants, consulting firms and non-consulting services in accordance with the Bank's procurement policies and procedures.

V. Major Issues

- 5.1 The success of the training program outlined in Component 2 rests in part on the level of commitment of program participants. To address this issue, the training program will be developed in close collaboration with political parties and female party leaders and customized to the specific priorities and needs of women in political parties. In addition, the Bank will participate in the candidate selection process to ensure that the selected participants meet the established criteria.
- 5.2 To ensure the long-term sustainability of the GEPPAL database, new partnerships will be sought with think-tanks and/or research institutions with an expertise on political parties and an interest in collaborating with the IDB and International IDEA.

VI. Exceptions to Bank Policy

- 6.1 None.

VII. Environmental and Social Strategy

- 7.1 Given the nature of this project, no negative environmental or social impact is anticipated. As contrary, this TC will contribute to improve gender equality in the Region. In accordance with the Environment and Safeguard Compliance Guidelines and OP-703, the operation has been classified as [Category "C"](#).

Required Annexes

[Annex I. Letter of Request](#)

[Annex II. Terms of Reference](#)

[Annex III. Procurement Plan](#)

October 24, 2016

PATH TO EQUALITY: STRENGTHENING WOMEN´S VOICE AND AGENCY IN LATIN AMERICAN POLITICAL PARTIES

RG-T2827

CERTIFICATION

I hereby certify that this operation was approved for financing under the **Gender and Diversity Multidonor Fund (MGD)** through a communication dated June 28, 2016 and signed by Mariana Mendoza (ORP/GCM). Also, I certify that resources from said fund are available for up to **US\$150,000** in order to finance the activities described and budgeted in this document. This certification reserves resource for the referenced project for a period of four (4) calendar months counted from the date of eligibility from the funding source. If the project is not approved by the IDB within that period, the reserve of resources will be cancelled, except in the case a new certification is granted. The commitment and disbursement of these resources shall be made only by the Bank in US dollars. The same currency shall be used to stipulate the remuneration and payments to consultants, except in the case of local consultants working in their own borrowing member country who shall have their remuneration defined and paid in the currency of such country. No resources of the Fund shall be made available to cover amounts greater than the amount certified herein above for the implementation of this operation. Amounts greater than the certified amount may arise from commitments on contracts denominated in a currency other than the Fund currency, resulting in currency exchange rate differences, represent a risk that will not be absorbed by the Fund.

Sonia M. Rivera
Chief
Grants and Co-Financing Management Unit
ORP/GCM

Date

Approved:

Andrew R. Morrison
Division Chief
Gender and Diversity Division
SCL/GDI

Date