

FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	BRAZILIAN WOMEN IN THE NEWS
1.2 Project Reference Number: (as in the Agreement)	2301
1.3 Full Name of Organisation:	REDE MULHER DE EDUCAÇÃO
1.4 Country:	BRAZIL
1.5 Full Postal Address:	Praça da República, 376, 7o. andar, conjunto 71 - São Paulo/SP - CEP: 01045-000
1.6 Physical Address:	Praça da República, 376, 7o. andar, conjunto 71 - São Paulo/SP - CEP: 01045-000
1.7 Contact Person:	Vera Vieira
1.8 Telephone:	55 11 3224-9454 or 99647-9497
1.9 Fax:	no
1.10 E-mail:	rdmulher@redemulher.org.br
1.11 Website:	www.redemulher.org.br
1.12 Period the project was implemented: (from month/year to month/year)	December 2013 to Mach 2015

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?
Reduction of gender and racial stereotypes aiming equity and justice in society.
2.2 What was the project's immediate purpose and to what extent was it achieved?
Leaderships from different Brazilian states focusing and causing changes in stereotyped patterns of mass media and social media. Such actions have already started with the release of the research results and multiplication of the main instrument (online book), by all the people who participated in the monitoring over Brazil. These actions continue to have a multiplier effect, so continuity.

2.3 To what extent were the expected outcomes and outputs achieved?	
<p>Expected outcomes and indicators</p> <ol style="list-style-type: none"> 1. 200 effective or potential leaderships interfering on mass media communication vehicles and social networks, in different Brazilian states 2. One million people accessing the contents of the book (access/download via internet) 3. Decrease in the number of racist and sexist messages in different vehicles of mass communication, from different cities <p>Expected outputs and indicators</p> <ol style="list-style-type: none"> 1. 200 local effective or potential leaderships have knowledge, skills, materials and communication strategies for the incidence in the vehicles of mass communication aiming to change the stereotyped patterns. 2. 200 local effective or potential leaderships have knowledge, skills, materials and communication strategies for the multiplication process. 3. 1.000 people have knowledge and publication, aiming to base awareness and advocacy activities in the media. 4. 1 million people have knowledge and publication, aiming to base awareness and advocacy activities in the media. 	<p>Achieved outcomes (disaggregated by sex)</p> <ol style="list-style-type: none"> 1. Total of 150 (including 30 monitors + 120 other leaderships who received the results and the online book 2. It is still too early to have this number 3. It will be seen in the future. <p>Achieved outputs (disaggregated by sex, if applicable)</p> <ol style="list-style-type: none"> 1. Total of 200 (including 30 monitors + 120 other leaderships who received the results and the online book + 50 people who work with those leaderships. 2. Total of 200 (including 30 monitors + 120 other leaderships who received the results and the online book + 50 people who work with those leaderships. 3. More than 1.000 people were reached by the multiplication process made by leaderships who participated in the events. 4. It will be seen in the future.
2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.	
It was very helpful to know that the majority of men and women in the news are white colour and heterosexual, indicating that mainstreaming is not a valued subject.	
2.5 If you observed any unintended positive outcomes arising from the project, please describe	
Compared with the previous monitoring of GMMP, in 2010, it appears that remains unchanged the percentage of women who are at the center of the news. There was, however, a drastic reduction in the percentage of materials that reinforce stereotypes (from 48% to 9%), which is a positive change.	

2.6 If you observed any negative outcomes arising from the project, please describe. It is increasingly difficult to find volunteers to do the monitoring work that requires time and dedication. It would be more productive to have fewer volunteers, offering them a small allowance for monitoring.
2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?
The gender perspective becomes enlarged, with the prospects of race, ethnicity and sexual orientation.
2.8 What methods did you use for assessing outcomes and impact?
Emails and pictures.
2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.
- Direct beneficiaries: 200 (160 women; 40 men) - Indirect beneficiaries: 1.000 (800 women; 200 men)
2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.
The project will remain sustainable, considering that the media monitoring work goes on to become a routine in the lives of people who participated directly or indirectly in the project.
2.11 What has been the most important change brought about by the project and what is the key evidence for this change?
Adding the gender perspective, to the perspectives of race, ethnicity and sexual orientation, considering that these factors, and the social class, determine inequalities in society. All persons participating in the project recognize this change as fundamental.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.		
Planned activities	Actual	Explanation of change
1. Meetings between coordinators	1. Done (4 meetings)	
2. Elaboration of a list of participants	2. Done	
3. Invitation and Methodology	3. Done	
4. Analysis of vehicles by participants	4. Done	
5. Final analysis/ systematization by coord.	5. Done	
6. Presentation of the results to the media	6. Done	
7. Edition and publishing of the online book	7. Done	
8. Release of the online book and training seminars	8. Done	
9. Narrative and financial reports	9. Done	

3.2 How did the beneficiaries react to the programme activities?
The beneficiaries are amazed with the originality of the proposal and the volume of material that was systematized in the online book, that serves as a fundamental tool for the multiplication process.
3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.
N/A
3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.
Please, see the report with pictures.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.
N/A

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.	
Political:	This research will help in the political process of media regulation, since it demonstrates that economic plurality and participation leads to a more democratic society.
Social:	Part of Brazilian society is more attentive to stereotypes in the media and how to interfere for changes.
Natural environment:	
5.2 To what extent is the project still relevant in the present-day context? Please explain.	
Brazilian society, as well as the others, is still extremely sexist, racist and homophobic. Therefore, a critical reading of these stereotypes lead to effective intervention mechanisms to change the current standards; consequently, we'll have a more just and equal society.	

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.
Without a doubt, the support of WACC was fundamental in promoting the process of continuing education.
6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?
By sending the results and the online book to all important national and international groups, such NGOs, GOs and universities.

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?
Volunteer work should be considered in moderate bases in countries where people can not survive without job wage, since there are scarce government subsidies.
7.2 What challenges and difficulties were encountered, and how did you address them?
Bank problems. We have changed the bank.
7.3 Did the project have any impact on gender equality issues?
This is a gender equality project, mainly.
7.4 What further work needs to be carried out or follow up steps taken, if any?
Just to continue to do critical reading and interfering on media.
7.5 Other comments, if any.
7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.
- a complete narrative report. - online book

Name and position of person submitting the report.
VERA VIEIRA

Signature:

Date: 17/April/2015



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