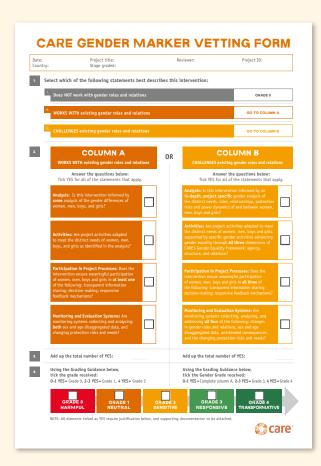


CARE International is committed to achieving gender equality and empowerment for women and girls. The CARE Gender Marker helps the organisation to deliver on this commitment and continuously improves programming to better meet the needs of the women, men, boys and girls.

## What is the CARE Gender Marker?

The CARE Gender Marker is an accountability and learning tool that monitors how well gender has been integrated into humanitarian and development work through a project cycle.





# How does the CARE Gender Marker work?

The CARE Gender Marker is applied in four steps:

## 1. Assess

the project objectives.



#### 2. Grade

gender in the project analysis, activities, participation, and monitoring and evaluation system.



#### 3. Calculate

the number of positive answers.



## 4. Use the results

to grade the project on the CARE Gender Continuum.



# Who can use the CARE Gender Marker?

The CARE Gender Marker allows all CARE staff to reflect on how a project contributes to increasing gender equality. It can be used for humanitarian and development programming.

## **CARE Gender Continuum**

The CARE Gender Marker grades projects from 0-4 then places the result on CARE's Gender Continuum - a scale ranging from 'gender harmful' to 'gender transformative'.



GRADE 2 SENSITIVE

GRADE 3
RESPONSIVE

GRADE 4
TRANSFORMATIVE

## WHY USE THE CARE GENDER MARKER?

### Go beyond intentions:

The CARE Gender Marker goes beyond simply grading proposals to grading the entire cycle of a humanitarian and development project.

## • Establish minimum standards:

By establishing a standard criteria we ensure that minimum standards of gender equality are met by CARE's humanitarian and development programming.

### Measure transformative change:

By using a five-point scale CARE is able to differentiate between gender-sensitive programming and gender-transformative programming.

### Increase accountability:

The CARE Gender Marker makes CARE accountable to meeting its strategic goals on gender equality - both internally and externally.

### • Improve programming:

Using grades makes it easier to identify weaknesses and encourages the organisation to continually strive for improvement.

## **CARE** is compatible with other Gender Markers

The CARE Gender Marker is compatible with all other gender markers in the humanitarian sector – including those used by ECHO and IASC.



Photo credits: © Josh Estey/CARE and © Tom Greenwood/CARE

