



Participatory Monitoring & Evaluation

Kecia Bertermann
Girl Hub Rwanda

Girls Not Brides Member Meeting
21 May 2015



Girl Hub

Recognises girls as a powerful force for change and the catalyst to ending global poverty

A mission to empower the 250 million adolescent girls living in poverty to reach their full potential.

Our work aims to shift the social norms that hold girls back, and drive better investments that directly benefit girls.

Everything we do is built on what girls tell us they need and what they tell us will work for them.



Participatory Research

Challenges and Considerations

Testing and modelling
a pathway to change

Keeping pace with
innovation and leading
with creativity

Capturing unintended
impact, positive and
negative

Child protection
considerations

GIRL RESEARCH UNIT





Girl Research Unit

Developed in response to the challenge of conducting research with young female respondents

6 young Rwandan women, trained in participatory techniques

Certified by Market Research Society

Research includes: brand resonance, girls in agriculture, violence against girls

SENSEMAKER



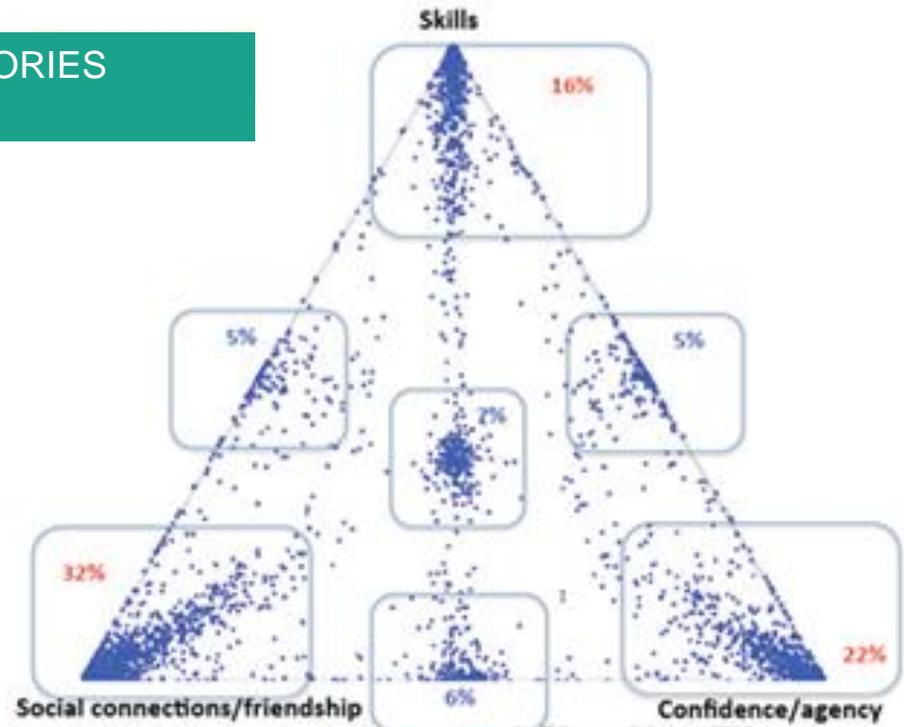
Magh
y' abakobwa
n' abakobwa

y' abakobwa
abakobwa

GIRLS' VOICES IN RIGOROUS, INNOVATIVE RESEARCH

The story has to do with girls'

TOTAL: 3276 STORIES
N/A: 716 (18%)





SenseMaker

Story collection methodology

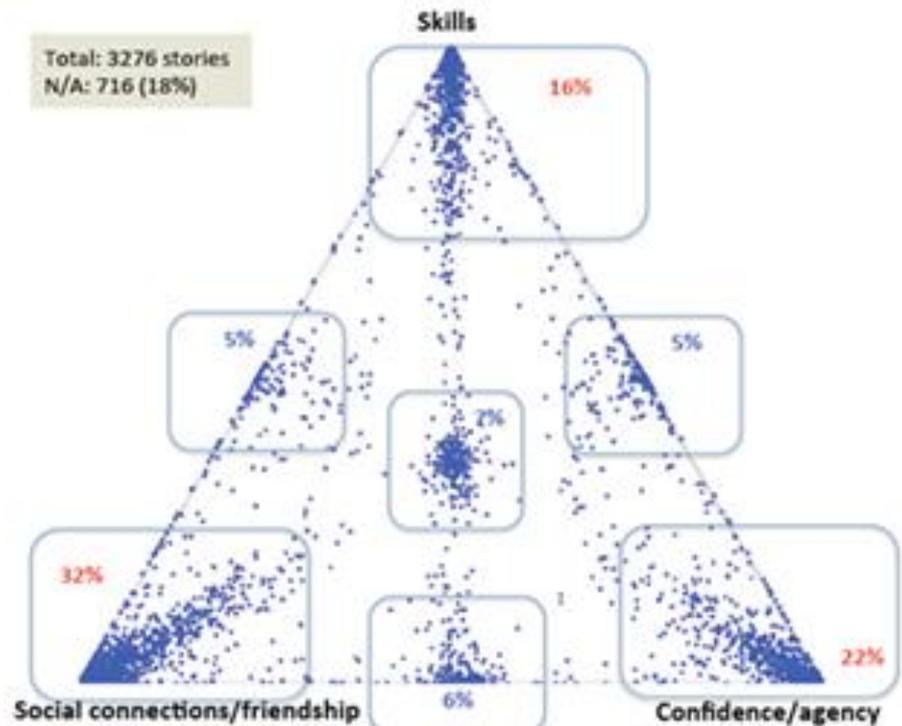
Respondents self-signify their own stories, reducing interpretive bias

Incorporates visual data analysis to 'make sense' of results

Appropriate for large-scale data collection

SenseMaker

The story has to do with girls'



QUESTIONS & DISCUSSION

