

PUBLICATIONS READER SURVEY REPORT



UN Women Eastern and
Southern Africa

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PUBLICATIONS READER SURVEY REPORT



UN WOMEN EASTERN AND SOUTHERN AFRICA

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We gratefully acknowledge the overall leadership and guidance provided by the Deputy Regional Director for UN Women Eastern and Southern Africa, Ms. Simone ellis Oluoch-Olunya.

The team of authors who conducted the survey was led by Charles Omondi Ogolla, an independent consultant and researcher, and Jack Onyisi Abebe, Knowledge Management and Research Specialist at UN Women.

During the course of the survey, the authors consulted with various stakeholders and actors in the region including Country Offices, researchers, policy makers development partners including the entire UN family, the African Union, DFID, Ford Foundation, World Bank, African Development Bank, among others, the private sector, media agencies, academic institutions and universities, regional economic commissions, governments, international NGOs and CSOs among other stakeholders and experts working with UN Women both at country and regional levels.

We acknowledge their useful contributions and input into the survey. We are grateful for the dedication of Carlotta Aiello, Print Production and Branding Specialist, Communications and Advocacy, for the review of and input into the report. Finally, we are grateful for the dedication of the thematic units at UN Women to implement the recommendations of the survey with an aim at improving the readership of our publications whilst positioning UN Women as a go-to agency on issues of Gender Equality and Women's Empowerment.

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EXECUTIVE SUMMARY

In the month of June 2016, UN Women Eastern and Southern Africa conducted a publications reader survey with the aim of continually improving the user-friendliness, practicality and overall quality of their publications. Specifically, it inquired about the publications commonly sought by stakeholders of UN Women in the entire region, what form of publications are being sought by diverse audiences and how often the publications are consulted by the audiences, which parties seek them and in which format they preferred, whether electronic or hard copies, and the ways in which the UN Women could improve upon the presentation of their publications to accelerate demand by diverse stakeholders. This survey marked a first step in a desirable process to strengthen UN Women publications quality assurance processes and development and policy impacts in Eastern and Southern Africa.

The survey design was cross-sectional, which utilized the Survey Monkey platform to reach the respondents. The survey was rated second in response rate from the global survey platform. The study involved a systematic questionnaire distribution to diverse actors who included country offices, researchers, policy makers and development partners, including the African Union, DFID, Canada, Ford Foundation, World Bank, among others, the private sector, media agencies,

African Development Bank, academic institutions and universities, regional economic commissions, governments, international NGOs and CSOs, among other stakeholders and experts working with UN Women both at the multi-country level and regional level. Survey questions focused on how UN Women publications' information is accessed for development and policy-making, particularly in Eastern and Southern Africa. A total of 78 respondents were reached.

Key Findings

The survey confirms that UN Women publications are widely useful to a diverse audience including the UN agencies, NGOs and CSOs, policy makers, development agencies, private sector agencies, academic institutions and gender equality and women's empowerment (GEWE) advocates. The analysis revealed that UN Women publications are reader-friendly and position GEWE as a core principle of development. While this is affirmed by 97 per cent of the respondents, only 2.7 per cent had not consulted UN Women publications. The respondents also felt that this positioning contributes towards the fulfilment of Sustainable Development Goals (SDGs), especially Goal 5 on gender equality and women's empowerment, which is a driver towards inclusive and sustainable growth without leaving behind anyone, including women and girls. With this level of satisfaction, it is imperative for the UN Women Eastern and Southern Africa to concentrate on a targeted approach in terms of addressing demand-driven needs of the beneficiaries and other stakeholders.

From the study it was clear that UN Women publications and studies on GEWE issues have been responsible for many improvements in the quality of life for women and girls. The respondents affirmed having used research and evidence from the studies in development interventions and policy-making processes aimed at improving the lives of women and girls through more effective policies that respond to regional priorities and use resources more efficiently to better meet citizens' needs in various perspectives of gender equality and women's empowerment.

The survey also notes that English is the most preferred language for accessing UN Women publications with 96.1 per cent of the respondents preferring it, while the other preferred languages included French (1.3 per cent), Portuguese (1.3 per cent) and Arabic (1.3 per cent). Half of the respondents (50 per cent) consult UN Women publications periodically, specifically whenever necessary.

The study further finds that the most convenient means of accessing UN Women publications is through electronic format, downloadable from the UN Women website, with 80.8 per cent of the respondents acknowledging the mode. In terms of accessibility of the publications online, 66.7 per cent of the respondents indicated that they have the knowledge on how to access the online UN Women publications, with more than a third of the respondents (33.3 per cent) lacking such knowledge.

In terms of visibility of the publications, only 26.7 per cent of the respondents were in agreement that UN Women publications are sufficiently visible and well marketed to the public, while majority of the respondents, constituting of 44 per cent, said that UN Women publications are not sufficiently visible and well marketed to the public and 29.3 per cent did not have any position as to the visibility and marketability of the publications. From the findings it is thus important for UN Women to address the issues

leading to insufficient visibility and marketability of its publications.

Majority of respondents (93.2 per cent) were content with the user-friendliness and the design and layout of UN Women publications with 5.4 per cent terming it as fair while only 1.4 per cent termed the design and layout of the publications as poor. In terms of quality of the substantive content in UN Women publications, 97.2 per cent of the respondents were in agreement that the contents of UN Women publications were of high quality, with only 1.4 per cent terming their quality as being fair and another 1.4 per cent indicating that the quality of the contents was poor. In addition, 84.4 per cent of the respondents indicated that they would be happy to receive regular e-mail updates about new UN Women publication titles. Almost all the respondents, 98.4 per cent, indicated that they would readily recommend UN Women publications to other users affirming further confidence in UN Women publications and their value in positioning the GEWE agenda in the region.

Institutional and Strategic Implications

The survey has pointed to a clear commitment by UN Women Eastern and Southern Africa to produce quality publications. The fact that the publications are supply-driven rather than demand-driven is worrying, however. If UN Women Eastern and Southern Africa were to make targeted and action-oriented interventions from its publications based on the survey, the following directions are recommended:

- Develop demand-driven publications based on analysis of contexts in terms of what situation presents an opportunity for development of a publication

and whether it relates to the regional and country offices' needs and need for targeted actors on GEWE.

- Develop a dissemination strategy following findings that point to the need to accelerate access and wider dissemination of UN Women publications through diverse mechanisms, mostly online dissemination. Develop and avail live and continuously available feedback mechanisms for UN Women publications.
- Create virtual information centers and libraries both in country offices and at the regional level in partnership with other bilateral and multilateral development agencies focusing on GEWE issues.

Conclusion and Positioning

In conclusion, there can be demand for publications only if potential users know they exist. It is imperative that UN Women intensifies its focus to better identify audiences, inform them of relevant publications, provide means of access to these publications and extend

them in formats and languages appropriate to their situation. It is clear, however, that there is a strong commitment to enhance the role of the UN Women as a knowledge broker oriented to GEWE, and more needs to be done to act on this commitment.

1

INTRODUCTION

1.1

Purpose of the Survey

UN Women produces an extensive range of publications and knowledge products that aim to share information, express innovative ideas and practical experiences, provide evidence for policy engagements and discussions, inform development interventions and programming on GEWE and stimulate debate on various aspects of gender equality and women's empowerment. The dissemination of these publications and ensuring action oriented to gender equality and women's empowerment is one of the output areas of focus for UN Women Eastern and Southern Africa. Analytically, the value of any publications produced by UN Women is dependent on effective and targeted dissemination to present and future audiences. In fact, without outreach, the efforts of knowledge workers are wasted.

Through this publications reader survey, the region hopes to continually improve the user-friendliness,

practicality and overall quality of UN Women's publications. Specifically, the survey inquired about the publications commonly sought by stakeholders of UN Women Eastern and Southern Africa, what form of publications are being sought by diverse audiences and how often the publications are consulted by the audiences, which parties seek them and in what format, whether electronic or hard copies, accessibility for development and policy-making (particularly in Eastern and Southern Africa) and ways in which UN Women could improve on the presentation of their publications to accelerate demand by diverse stakeholders. This survey marked a first step in a desirable process to strengthen publications quality assurance processes and development and policy impacts of the publications produced by UN Women Eastern and Southern Africa. This report draws primarily on the survey findings.

1.2

UN Women Eastern and Southern Africa

In line with the UN Women Regional architecture, the UN Women Regional Office for Eastern and Southern Africa in Nairobi provides support services to the countries in the region and has direct oversight of the country offices. Below are the seven functions of the Regional Office:

- Strategic Programme Development and Policy/ Technical Advice
- Oversight, Programme and Operational Support and Quality Assurance
- UN Interagency Coordination
- Intergovernmental Support
- Representation and Advocacy
- Strategic Partnerships and Resource Mobilization
- Knowledge Management

UN Women's presence in Eastern and Southern Africa is illustrated in Figure 1:

FIGURE 1:
UN Women’s Presence in Eastern and Southern Africa

- **Regional Office:** Based in Nairobi
- **Multi-Country Office:** Based in South Africa, covering Lesotho, Namibia, South Africa and Swaziland
- **Country Offices:** Burundi, Ethiopia, Kenya, Mozambique, Malawi, Rwanda, Sudan, South Sudan, Tanzania, Uganda and Zimbabwe
- **Country Programme:** Somalia
Light presence: Botswana and Zambia
- **Non-Resident Presence:** Angola, Comoros, Djibouti, Eritrea, Mauritius, Madagascar, and Seychelles

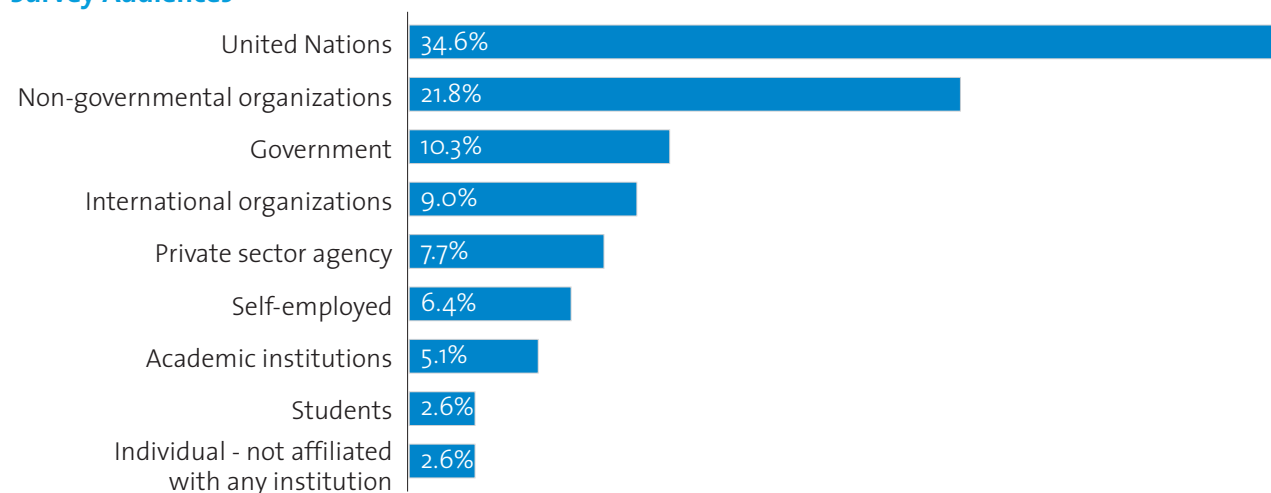
Source: UN Women. *Transforming Equality Report 2012–2015. UN Women configuration and location in Eastern and Southern Africa.*

1.3 Audiences

From the survey, out of the respondents reached, 34.6 per cent work with the UN, 21.8 per cent work with non-governmental organizations (NGOs) and Civil Society Organizations (CSOs), 10.3 per cent are from governments, 9.0 per cent from international organizations and development agencies, 7.7 per cent from private sector agencies, 6.4 per cent are self-

employed, 5.1 per cent are from academic institutions, while individuals not affiliated with any institution and students constitute 5.2 per cent of the survey respondents. From the survey, it is confirmed that the UN family, NGOs/CSOs, international organizations, including development agencies and governments, are a key audience of UN Women publications.

FIGURE 2:
Survey Audiences



1.4 Survey Methodology

The survey design was cross-sectional and utilized the Survey Monkey platform to reach the respondents. The study involved a systematic questionnaire distribution to diverse actors, which included UN Women multi-country offices, other UN agencies, researchers, policy-makers, governments, international organizations and development partners, including DFID,

Canada, Ford Foundation, World Bank, African Development Bank, among others, the private sector, media agencies, academic institutions and universities, the African Union, Regional Economic Commissions, NGOs and CSOs, among other stakeholders, and experts working with UN Women both at multi-country and regional levels.

1.4.1 Data Collection Instruments

Primary data were collected from this survey. Primary data were collected through structured questionnaires distributed through Survey Monkey. Structured questionnaires were used since the study was concerned with variables that cannot be directly observed such as views, opinions, perceptions and feelings of the respondents. Such information is best obtained through questionnaires.²

The population under study was also largely literate and it was very unlikely that they would have problems in responding to questionnaire items. Survey questions focused on how the publications

produced by UN Women Eastern and Southern Africa are accessed for development and policy-making in GEWE—particularly in the region—what types of publications they like, the packaging of the publications, research on publications types that are useful and effective for all actors and readers of UN Women, and the ways in which the Regional Office can facilitate the communication and dissemination processes between UN Women and its target audiences including policy-making communities, academia, NGOs and CSOs, private agencies, among other actors who use UN Women publications for diverse reasons.

1.4.2 Data Analysis

The primary data collected from the respondents were coded where necessary, cleaned and analysed using Statistical Package for Social Sciences (SPSS). The study also used graphs, tables and pie charts to represent information and facts from the variables under the survey. These presented visual impressions

of meanings and/or information that could be hidden within the data. The survey tabulated the findings and calculated frequencies and percentages on each variable under the survey whilst making relevant interpretations for the qualitative data as it relates to UN Women publications. The qualitative data from the survey was first grouped, cleaned and summarised into common themes and analysed alongside the quantitative data focusing on the critical ingredients of the survey.

¹ Toulitatos J. S and Compton, N. H. (1988). *Research Methods in Human Ecology/Home Economics*. Iowa State University Press/Ames.

2

FINDINGS OF THE SURVEY

2.1

Introduction

The survey confirms that the publications produced by UN Women Eastern and Southern Africa are widely useful to diverse audiences including the UN agencies, NGOs and CSOs, policy makers, development agencies, private sector agencies, academic institutions and GEWE advocates. The analysis revealed that UN Women publications are readable and positions GEWE as a core principle of development. While this is affirmed by 97 per cent of the respondents, only 2.7 per cent had not consulted a UN Women publication. The respondents also felt that this positioning contributes towards the fulfilment of Sustainable Development Goals, especially Goal Five on gender equality and women's empowerment, which is a driver towards inclusive and sustainable growth without leaving anyone behind, including women and girls. With this

level of satisfaction, it is imperative for UN Women to concentrate on targeted approach in terms of addressing demand-driven needs of the beneficiaries and other stakeholders.

From the study it was clear that UN Women publications and studies on GEWE issues have been responsible for many improvements in quality of life for women and girls. The respondents affirmed having used research and evidence from the studies in development interventions and policy-making processes aimed at improving the lives of women and girls through more effective policies that respond to regional priorities, and use resources more efficiently to better meet citizens' needs in various perspectives of gender equality and women's empowerment.

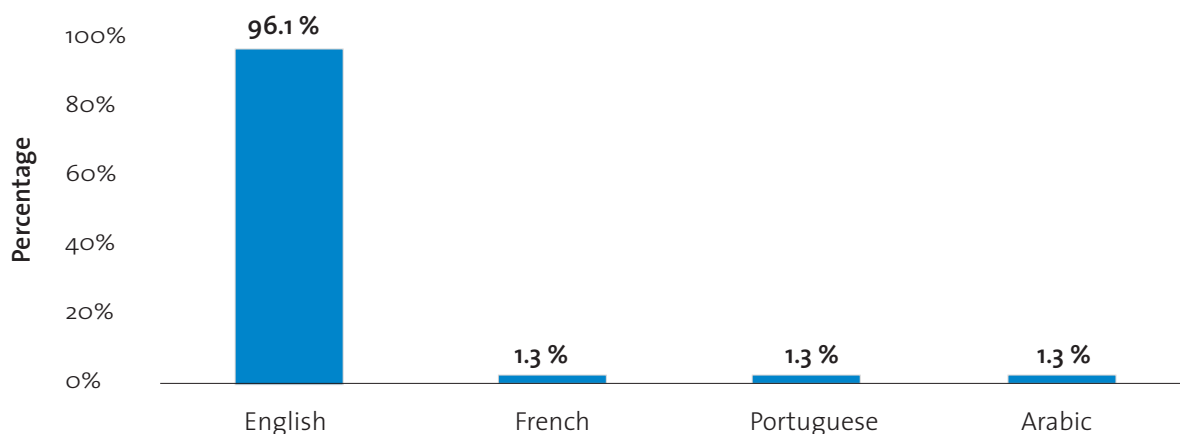
2.2

Preferred Language of UN Women Publications

From the survey, English was the most preferred language for accessing UN women publications with 96.1 per cent of the respondents preferring it, while the other languages preferred included French (1.3 per cent), Portuguese (1.3 per cent) and Arabic (1.3 per cent). This can be justified by the fact that most of the countries within Eastern and Southern Africa are majority English-speaking. Thus in terms of language used, English is more favoured. The survey, however,

recalls that the other languages should also be considered more so when targeting the other countries that are not English-speaking, thus translation efforts might also need to be accelerated at the country level in order to reach a wider audience. Arabic language could be attributed to South Sudan and Sudan, where the language of utility is mostly Arabic. Portuguese could be attributed to Mozambique, which uses Portuguese as its main language of communication.

FIGURE 3:
Preferred Languages for Accessing UN Women Publications

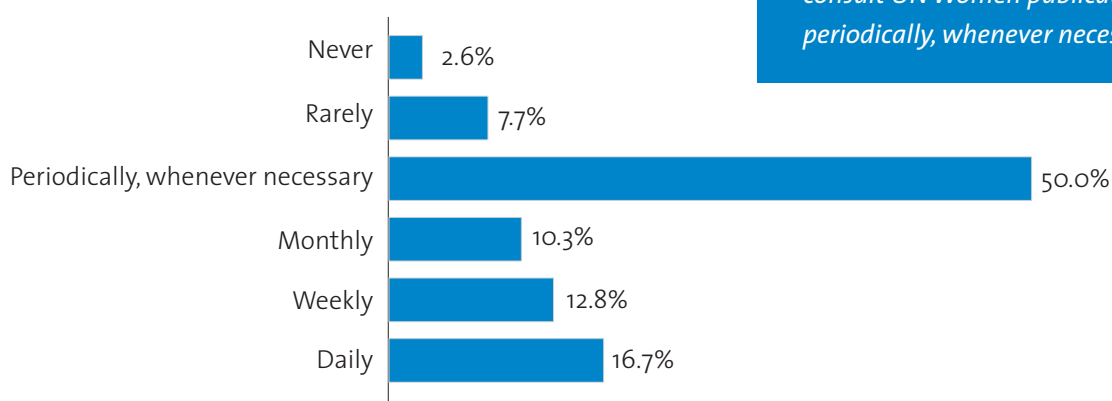


2.3 Frequency of Consulting UN Women Publications

The study further looked at the frequency of consulting UN Women publications and it was determined clearly that most of people (50 per cent) consult UN Women publications periodically, whenever necessary, with 16.7 per cent consulting the publications on a daily basis. And furthermore, 23.1 per cent of the respondents either consult the publications on weekly

or monthly basis; 7.7 per cent of the respondents rarely consult the publications; and 2.6 per cent of the respondents have never accessed the publications. Thus from the analysis it is clear that the consultation of UN Women publications is targeted and based on need by diverse actors in gender equality and women’s empowerment.

FIGURE 4:
Frequency of Consulting UN Women Publications



The majority of surveyed readers consult UN Women publications periodically, whenever necessary

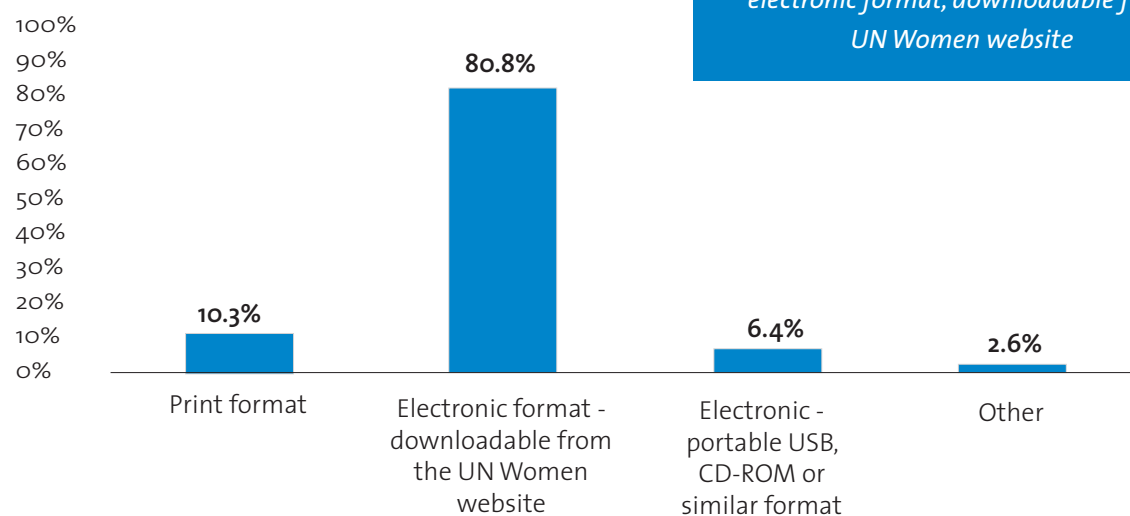
2.4

Convenient Means of Accessing UN Women Publications

The survey noted that 80.8 per cent of the respondents would prefer accessing UN Women publications through electronic format—downloadable from UN Women website. Only 10.3 per cent preferred access through print format, while 6.4 per cent recommended electronic access through portable USB, CD-ROM or similar formats. The other category, constituting 2.6 per cent of the respondents, did not access publications. The survey included consideration of formats requested for publications, but more needs to be done to assess the role of electronic access

to publications and the expanded use of regional website³ that has been recently developed. It is not clear whether UN Women country offices in the region have libraries that could optimize accessibility of UN Women publications in the proposed formats. The survey would recommend that country offices, in collaboration with the Eastern and Southern Africa Regional Office, create virtual information centers both in country offices and at the regional level in partnership with other bilateral and multilateral development agencies focusing on GEWE issues.

FIGURE 5:
Means of Access to UN Women Publications



2.5

Category of Publications Most Frequently Consulted

Over half of the respondents, constituting 56.4 per cent, prefer accessing UN Women publications as policy briefs on a frequent basis. This is because they felt that policy briefs are short documents that present the findings and recommendations of GEWE and research projects even to a non-specialist readership. The

respondents felt that policy briefs are recommended as a key tool for communicating GEWE and research findings to policy actors.² The study confirmed that greater opportunities for interaction, discussion and

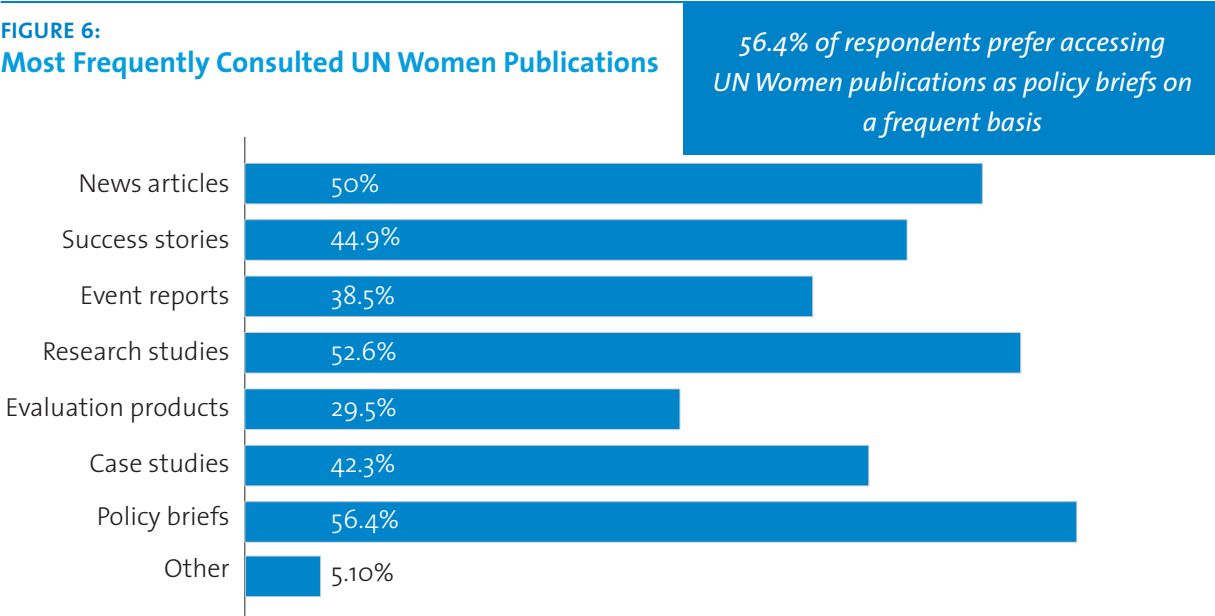
² UN Women Africa website found at www.africa.unwomen.org

deliberation between researchers and policymakers would significantly improve the uptake of GEWE and research findings in policy decision-making.

The survey findings reiterate the large unmet needs for greater communication of GEWE evidence to policy makers. Policy briefs were identified as a key tool

for addressing GEWE issues at regional and national level, with 56.4 per cent of respondents ranking policy briefs as valuable communications tools along with research studies (52.6 per cent) written by UN Women, news articles (50.0 per cent), success stories (44.9 per cent), case studies (42.3 per cent), event reports (38.5 per cent) and evaluation products (29.5 per cent).

FIGURE 6:
Most Frequently Consulted UN Women Publications



56.4% of respondents prefer accessing UN Women publications as policy briefs on a frequent basis

From the study it was clear that UN Women publications and studies on GEWE issues have been responsible for many improvements in quality of life for women and girls. The respondents affirmed having used research and evidence from the studies in development interventions and policy-making

processes aimed at improving the lives of women and girls through more effective policies that respond to regional priorities and use resources more efficiently to better meet citizens’ needs in various perspectives of gender equality and women’s empowerment.

2.6
Specific Publications Most Frequently Accessed

The study further indicated that the most frequently accessed publication is *UN Women Analysis on Women and Sustainable Development Goals* with 23.1 per cent of the respondents accessing it frequently. This is interesting as the publication had only been recently developed by UN Women in March 2016. The other publications

accessed frequently were the UN Women Eastern and Southern Africa monthly newsletter (16.7 per cent), *The Cost of the Gender Gap* study (12.8 per cent), *UN Women Policy Brief on Gender Equality in Extractive Industries* (11.5 per cent) and *Catalogue on Socioeconomic Empowerment of Women in Africa* (10.3 per cent).

TABLE 1:
Most Frequently Accessed Publications

Publications	Percent
The Cost of the Gender Gap study	12.8%
UN Women Policy Brief on Gender Equality in Extractive Industries	11.5%
Technology Brief on Rural Agricultural Technologies	5.1%
Catalogue on Socioeconomic Empowerment of Women in Africa	10.3%
Training manual Gender Responsive Transformative Evaluation Capacity	3.8%
Sharefair Report on Gender Equality in the Extractive Industries	9.0%
UN Women Analysis on Women and Sustainable Development Goals	23.1%
Evaluation Knowledge Products	3.8%
Report for the UN Women's Innovative Marketplace	3.8%
UN Women Eastern and Southern Africa monthly newsletter	16.7%

The respondents intimated that with local exceptions across sectors and themes, the majority of publications produced by the UN Women Eastern and Southern Africa are primarily supply-driven rather than demand-driven. This is evidenced by the wide-ranging and often general set of topics provided by the publications, and the fact that some important audiences (such as beneficiaries and communities) are minimally catered for but rather cater for the need of government, GEWE advocates and academia and research institutions. Hence, although UN Women Eastern and Southern Africa can generally respond to requests for publications from

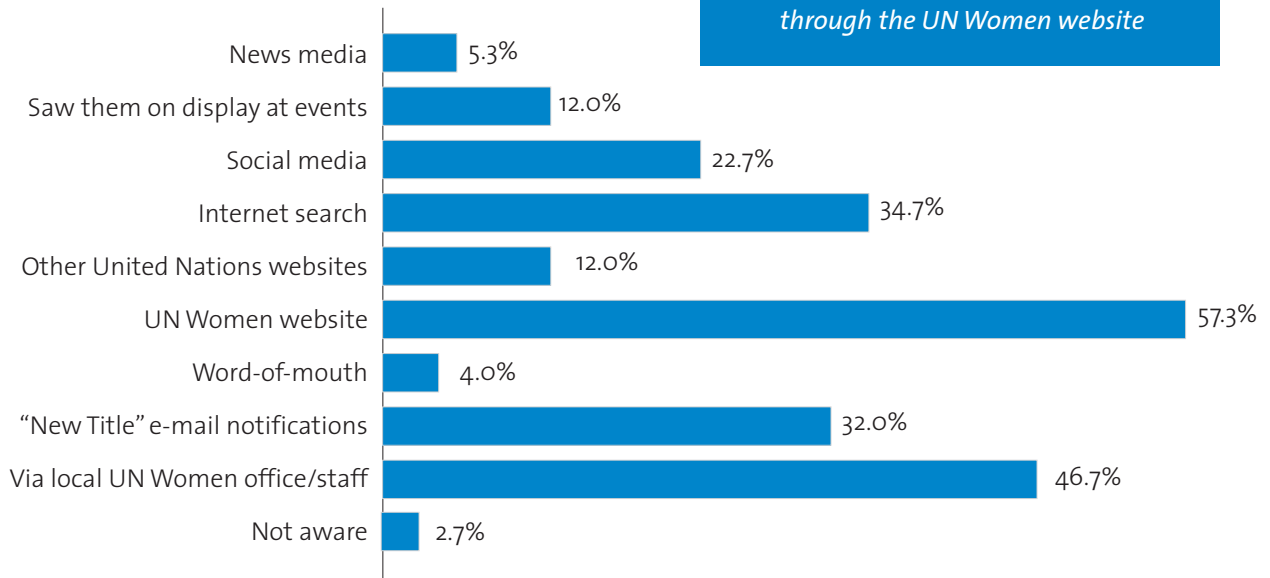
various audiences, there is also a common indication that they are not meeting clients' expectations, especially at grassroots and community levels. The survey intimates that UN Women needs to be more active in identifying regional demand for knowledge, identifying audiences and preparing matching products with support from headquarters and thematic leads within the principle of "leaving no one behind." Information dissemination activities and related provision for funding should be incorporated into the regional-specific annual work plans to ensure action oriented towards the publications generated.

2.7 Awareness Creation on UN Women Publications

The survey noted that 57.3 per cent of the respondents were made aware of UN Women publications through UN Women website, 46.7 per cent via local UN Women office/staff, 34.7 per cent by Internet search, 32.0 per cent by "new title" e-mail notifications, 22.7 per cent

by social media, 12.0 per cent by other UN websites, while another 12.0 per cent saw them on display at events. Only 2.7 per cent of the survey respondents had not accessed the publications.

FIGURE 7:
Awareness of UN Women Publications



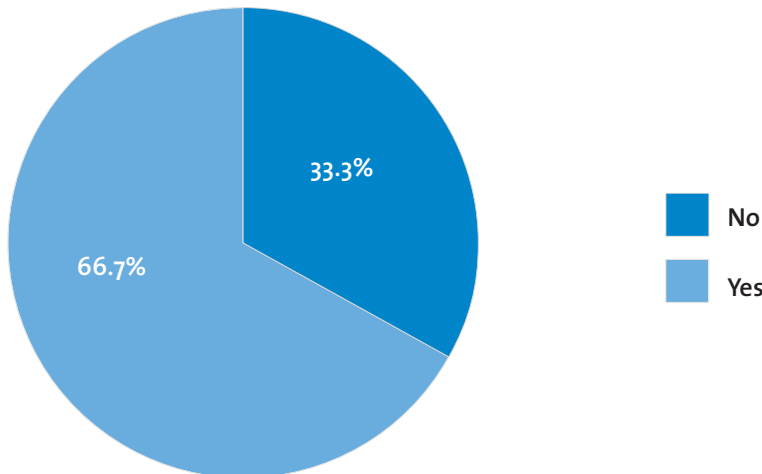
The majority of respondents were made aware of the UN Women publications through the UN Women website

2.8 Online Accessibility of UN Women Publications

The survey found out that 66.7 per cent of the respondents have the knowledge on how to access UN Women publications online, with 33.3 per cent lacking knowledge on how to access the UN Women publications online. This percentage is significant and presents a gap that needs to be closed to intensify access and use of the publications. The survey indicates

that in Eastern and Southern Africa there is the need for UN Women to scale up its efforts to come up with effective strategies that can ensure that the majority of targeted beneficiaries have the knowledge on how to access the publications online and through other diverse mechanisms.

FIGURE 8:
Knowledge on How to Access UN Women Publications Online



The majority of respondents have the knowledge on how to access the UN Women publications online

2.9

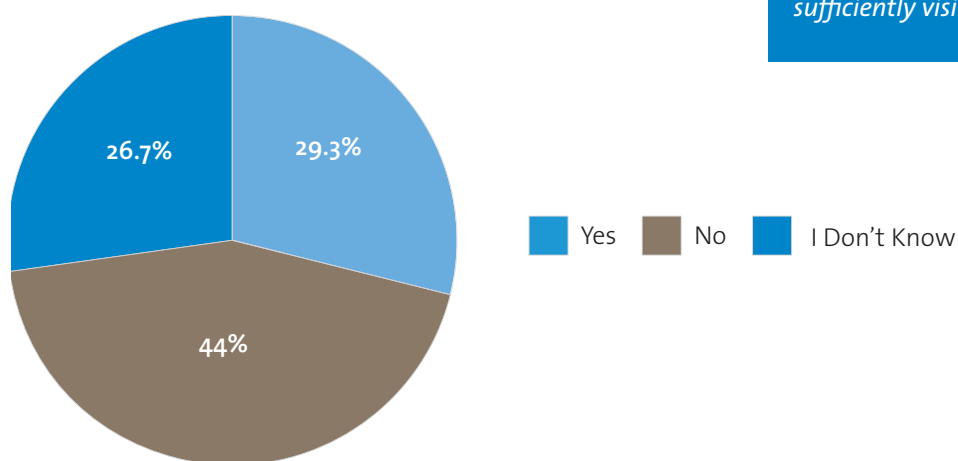
Visibility and Marketability of UN Women Publications

Of the respondents who responded to this question, only 26.7 per cent were in agreement that UN Women publications are sufficiently visible and well marketed to the public, while the majority, constituting of 44.0 per cent, said that UN Women publications are not sufficiently visible and well marketed. Some

respondents, 29.3 per cent, did not know the level of visibility of the publications.

From the findings it is thus important for UN Women to address the issues leading to insufficient visibility and marketability of its publications.

FIGURE 9:
Visibility and Marketability of UN Women Publications



44% of respondents think that UN Women publications are not sufficiently visible and well marketed

With the marketability and visibility of the UN Women publications gap in mind, some of the key proposals recommended by the respondents can accelerate accessibility and marketability of UN Women publications, including the following:

- Announcement and sharing of publications through other international organizations and events, academic institutions and other stakeholders and gender advocates
- Creating a database for key stakeholders to receive UN Women publications and developing e-mail alerts about new publications on the site
- Documenting the publications of clearly branded USBs and distributing the USBs to various audiences in diverse fora
- Having the soft versions widely shared online, including on partner websites, social media and online knowledge hubs/libraries
- Letting all the campaigns being undertaken by UN Women have a component on documenting and disseminating publications
- Producing summarized versions of the reports
- Development of an automatic feedback on downloaded publications
- Development of e-knowledge updates that goes out to potential audiences periodically, detailing the research by UN Women offices in the region
- UN Women should produce briefing papers emerging from the publications developed

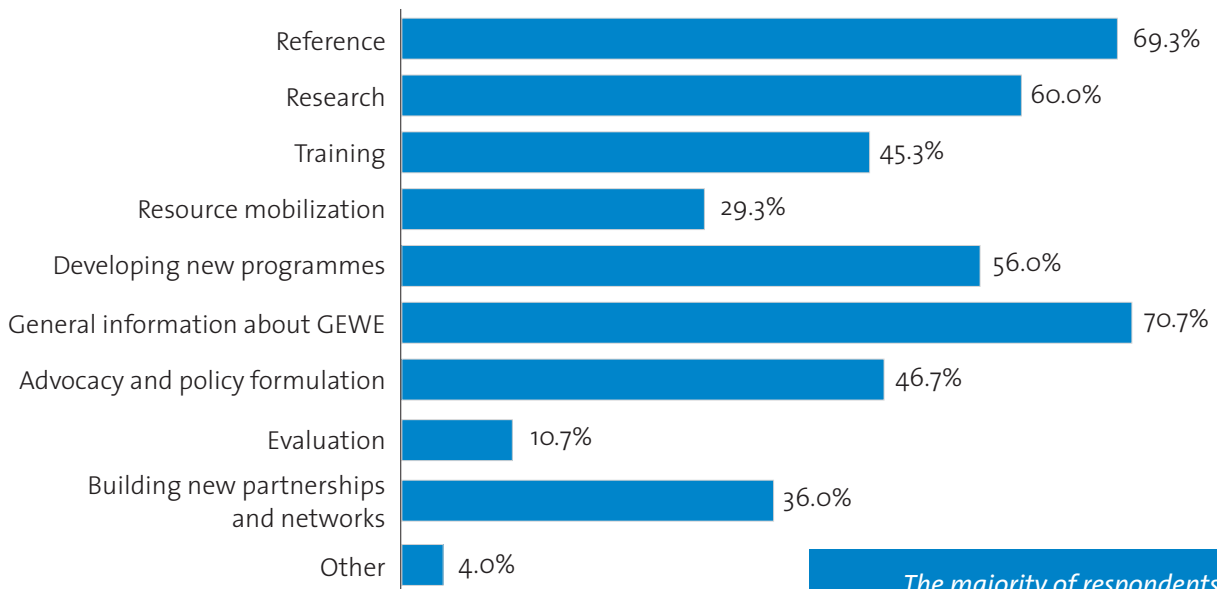
2.10

Purpose for Consulting UN Women Publications

The study showed that the majority of respondents were consulting the publications produced by UN Women Eastern and Southern Africa to get general information about gender equality and women's empowerment (70.7 per cent). The other reasons for consulting these publications included reference

(69.3 per cent), research (60.0 per cent) and development of new programs (56.0 per cent), while others utilized them in advocacy and policy formulations, training, resource mobilization, building new partnerships and evaluation among others.

FIGURE 10:
Purpose for Consulting UN Women Publications



The majority of respondents consult UN Women publications to get general information about GEWE, for reference, research and developing new programmes

The large number of users targeting information on GEWE relates to the mandate of UN Women, which is grounded in the vision of equality as enshrined in the Charter of the United Nations; works for the elimination of discrimination against women and girls; supports the empowerment of women; and strives for equality between women and men as partners and beneficiaries of development. Placing women's rights at the centre of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure

that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts while building effective partnership with civil society and other relevant actors.

Notably, UN Women Latin America and the Caribbean reported to have used publications on extractive industries, including the policy brief on gender equality

in the extractive industries to draft their programme document on improving the quality of life and strengthening the leadership of indigenous women from the north of Chile, where the mining sector is a major economic driver. Also, they used the brief on “Gender-Responsive Africa Mining Vision,” a review with suggested actions prepared by UN Women Eastern and Southern Africa to identify diverse research opportunities that could generate relevant evidence and information needed for their programming in the extractive industries. UN Women Latin America and the Caribbean also reported using the materials to generate an interesting proposal shared with their donor, who has indicated interest in funding their programme, which further links the use of the publications on resource mobilization.

The respondent states, “I’m pretty interested in UN Women knowledge products on mining and gender developed in Africa. Actually some of the materials were very useful for the proposal made to the donor (e.g., policy brief).”—Maria Ines Salamanca, Project Coordinator, Americas and the Caribbean.

This has shown UN Women Eastern and Southern Africa’s ability to facilitate knowledge exchange across regions and contribute to their resource mobilization efforts and programme development support.

On developing new programmes/intervention areas, a good example has been profiled of the

Hera Community Initiative in Kenya which has been inspired by *The Cost of the Gender Gap Study in Agricultural Productivity in Malawi, Tanzania and Uganda*, a joint study by UN Women, UNDP-UNEP Poverty-Environment Initiative and the World Bank.⁴ They have discovered how women can organize themselves to address the water, gender and sustainable agricultural needs of their rural community.⁵ This, the initiative says, is due to the challenges women face in this remote farming community in Kenya, which include challenges in access to clean water, poor seed stocks and lack of technological know-how needed to improve rural livelihoods. Hera Community Initiative is a non-profit organization formed to facilitate community development especially among women around the village of Ngunya in Siaya County near the eastern shore of Lake Victoria in Kenya’s Nyanza region. The Hera Initiative’s organizers hope to support farms managed by women in their community. The use of the publication on the study of the cost of the gender gap is also premised on the fact that the study clearly noted the impact of closing the gender gap in agricultural productivity in the countries examined. The study notes that closing the gender gap in agricultural productivity could potentially lift as many as 238,000 people out of poverty in Malawi, 80,000 people in Tanzania, and 119,000 people in Uganda (UN Women et al. 2015). Climate-smart approaches to agriculture could help close the gender gap and promote women’s empowerment, economic development and societal resilience to shocks.

2.11 Usefulness of UN Women Publications

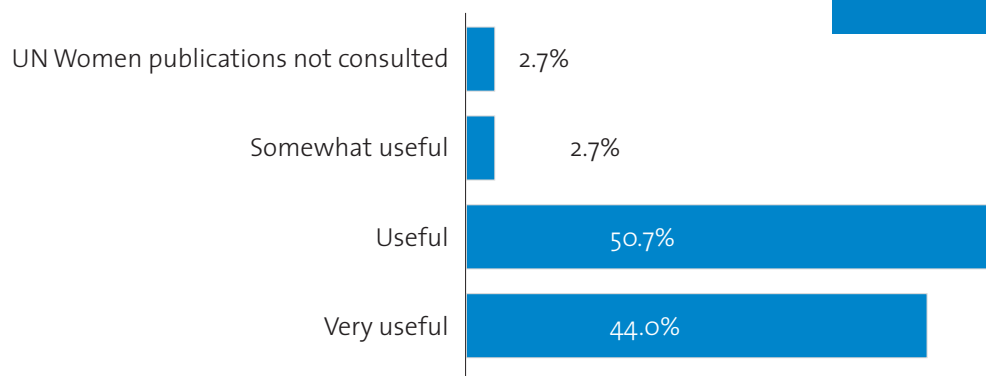
Majority of the respondents, constituting 97 per cent, were in agreement that UN Women publications were useful, with only 2.7 per cent not having consulted the publications. With this level of satisfaction,

it is imperative for UN Women to now concentrate majorly on targeted approach in terms of addressing demand-driven needs of the beneficiaries and other stakeholders.

3 UN Women, UNDP-UNEP PEI and World Bank. 2015. *The cost of the gender gap in agricultural productivity in Malawi, Tanzania, and Uganda*.

4 UNDP-UNEP PEI <http://web.unep.org/kenyan-women-inspired-un-research-launch-rural-community-initiative-address-gender-gap-agriculture>

FIGURE 11:
Usefulness of UN Women Publications



97% of respondents think UN Women publications are useful

The study further showed that the majority of respondents (93.2 per cent) were contented with the usability aspect of the design and layout of UN Women publications, with only 5.4 per cent terming it as fair and 1.4 per cent describing the design and layout of the publications as poor.

In terms of quality of the substantive content of UN Women publications, 97.2 per cent of the respondents were in agreement that the contents of the UN Women were of high quality, with 1.4 per cent terming their quality as being fair and another 1.4 per cent indicated that the quality of the contents were poor. Thus, inasmuch as the results show a favorable acceptance on quality, efforts need to be put in place to

ensure that needs of the users with reservations on quality, design and layout of UN Women publications are addressed.

In addition, 84.4 per cent of the respondents indicated that they would be happy to receive regular e-mail updates about new UN Women publication titles. A further 98.4 per cent of the respondents indicated that they would recommend UN Women publications to other users. However, one of the respondents was not inclined to recommend UN Women publications in the future, and stressed that the publications were more indicative of UN Women’s focus on gender equality and women’s empowerment.

TABLE 2:
Design and Quality of UN Women Publications

Aspect	Excellent	Very good	Good	Fair	Poor
Design and layout of UN Women publication user-friendliness	8.1%	47.3%	37.8%	5.4%	1.4%
Quality of the substantive content of UN Women publications	17.8%	42.5%	36.9%	1.4%	1.4%

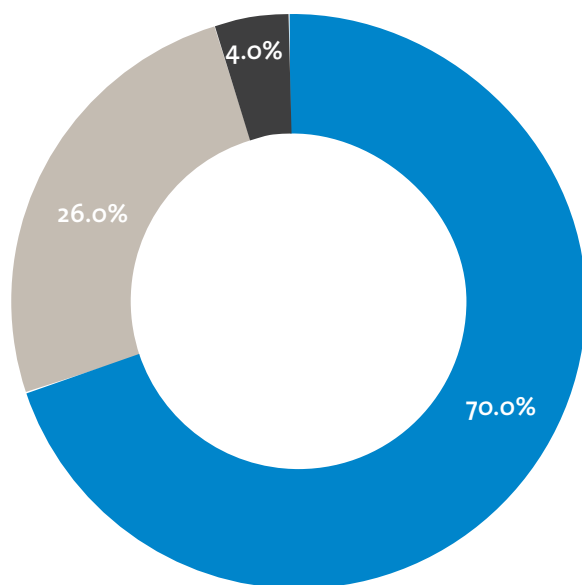
2.12

UN Women Publications Ease of Reading and Understanding

The study sought the opinions of the respondents as to the level of readability and understandability of UN Women publications. The survey noted that 70 per cent of the respondents felt that the publications were readable and position GEWE as a core principle of development. They also felt that this positioning contributes towards the fulfillment of SDGs, especially Goal Five on gender equality and women's empowerment, which is a driver towards inclusive and sustainable growth without leaving anyone behind, including women and girls. More than a quarter of the respondents, constituting 26 per cent, felt that the publications were not readable and

that they lacked visual appeal, are too long and not demand-driven. There is need to develop demand-driven publications oriented to actions on GEWE. The survey recorded a recommendation by 27.1 per cent of respondents that UN Women should develop infographics, fact sheets and short versions of their publications to be shared separately from the main publications—what they deemed to be summary versions. Only 4 per cent of the respondents in the survey were not sure whether UN Women publications were easily readable and did not give reasons as to why they did not answer this in the affirmative or otherwise.

FIGURE 12:
UN Women Publications' Readability



UN Women publications are readable and position GEWE as a core principle of development

- Yes
- No
- I Don't know

Some of the publications that the respondents would like to see UN Women produce in the future should include more data and evidence, policy

briefs and visually appealing features oriented to the demands of the key users of UN Women publications.

2.13

Modalities of Improving of Presentation of Publications in Electronic Format on the UN Women Website

From the survey categorization of publications thematically was highly recommended by 74.6 per cent of respondents. Close to half of the respondents, 49.2 per cent, were in favour of adding blurbs to UN Women publications in addition to cover images. A further 42.4 per cent of respondents favored splitting PDFs into sections to facilitate downloads with a low-bandwidth connection.

For easier and quicker access, 37.3 per cent of respondents recommended improved navigation between publication's web pages, while 30.5 per cent of respondents recommended categorization of

publications chronologically by date of publication or listing the publications in alphabetical order on the site.

Improving the visual presentation of UN Women publications was also recommended by 27.1 per cent of respondents. The respondents felt that engaging audiences visually makes a significant impact on readers. It also contributes to conceptual engagement due to the visual appeal. The respondents noted that most readers have limited time to read. Thus, accordingly, UN Women should draw readers' attention and present information in a way that is easily remembered.

TABLE 3:
Ways of Improving the Presentation of UN Women Online Publications

Options	Response Percentage
Categorize publications thematically	74.6%
Add blurbs (brief descriptions) of publications, in addition to cover images	49.2%
Split PDFs into sections to facilitate downloads with a low-bandwidth connection	42.4%
Improve navigation between publications web pages	37.3%
List publications in alphabetical order	30.5%
Categorize publications chronologically, by date of publication	30.5%
Improve the visual presentation of publications	27.1%
List publication titles and available language versions, without cover images	16.9%
Other	3.4%

2.14

Improvement of UN Women Publications

Based on the findings of the survey, to improve UN Women publications, the following recommendations were made:

- **Presenting messages in clear language:** There was a strong consensus among study participants that briefs need to be written in clear, jargon-free language and pitched towards UN Women target audiences and beneficiaries. This is because many users of UN Women publications are generalists and do not necessarily come from research backgrounds. The respondents were of the view that low levels of GEWE understanding by policy-makers and other users constituted a significant obstacle to the absorption of GEWE information. Moreover, a significant number of users emphasized that much research evidence from UN Women appeared unnecessarily verbose and dense.
- **Targeted messaging:** The survey noted that, for instance, linking UN Women publications and GEWE evidence to socioeconomic benefits in particular can be especially persuasive, due to overarching attention to poverty reduction and economic growth for women in Africa.
- **Publications with policy implications:** One of the most striking findings of the study was the fact that, while readers value research evidence, they do not want to be simply presented with research findings. Instead, they said that they value researchers' opinions about the policy implications of their findings. Interestingly, while those in both the East and South preferred researchers to express their opinions, the demand for opinion, value judgments and advice on policy actions was particularly high in the South, both at the national and regional levels.
- **Presenting actionable recommendations:** The respondents noted that given the time pressures on meeting deadlines for various tasks they

undertake, UN Women should ensure that recommendations in its publications are actionable and clearly connected to specific decision-making junctures and policy-making processes. *The Report on the Sharefair on Gender Equality in the Extractive Industries* was specifically singled out as an action-oriented report at its outcome document level. Evidence-based recommendations must provide the necessary information to differentiate between various policy and development options. Moreover, UN Women also need to take into consideration the intersection between new knowledge and complex power relations that underpin policy and development processes for women and girls. The presentation of research evidence that challenges prevailing understanding has to tread a fine line between opening up new policy and development horizons while avoiding being too confrontational and pushing away readers. In this process, UN Women should develop very brief policy summaries that are factually based and relevant, and that show how the position of women and girls can be improved in Africa.

The respondents further recommended the following for improving the uptake and usability of UN Women publications:

- Development of fact sheets/infographics/executive summaries separated from main publications and appended on UN Women websites for downloads
- Documenting and sharing good practices and case studies on gender equality and women's empowerment on diverse issues to encourage replication and learning across Africa
- Training manuals in diverse fields in gender equality and women's empowerment
- UN Women need to intensify the production of publications from specific country offices and

- the regional office as opposed to availing general HQ-based reports, which form the majority of publications on UN Women global website
- UN Women need to develop publications on the work of UN Women programmes from all countries and produce work on UN Women programming published in books and journals
 - Intensify social media campaigns and publicity on GEWE issues
 - UN Women need to capture the success stories and case studies of partner agencies engaged on GEWE
 - There is need for publications on the status of women's political leadership with a quarterly consolidation of parliamentary women's contribution and progress of adherence to gender equality-related policies
 - Develop gender profiles with continuous updates on country gender reports

3

CONCLUSIONS

Publications, if carefully designed, can be a powerful tool for communicating research and development findings to development and policy audiences. The survey notes that the effectiveness of any publication depends upon appropriate usage. To increase uptake on UN Women publications on GEWE in Eastern and Southern Africa, UN Women needs to focus on and actively address any communication and knowledge management tensions at the research and development boundary. The study further concludes that UN Women operates in a complex environment of competing concerns, and that the provision of GEWE information alone is not sufficient to influence the development and policy agenda in the region. The value of publications needs to be viewed not only in terms of presenting quality evidence, but also in translating new knowledge into context-relevant messages and guidance for country offices, development partners, governments, regional economic commissions and other stakeholders of UN Women at both national and regional levels. It is important to note that even with a well-crafted publication in hand, the dissemination process must be rigorous and ensure availability in various forms that are easily understandable and readable to all audiences.

Building appropriate dissemination and communications platforms for UN Women publications is important as well. The survey acknowledges the efficacy of promoting broad engagement and participation on GEWE issues, and using public engagement (e.g. regional advocacy campaigns and mainstream and digital media) as a platform from which to approach targeted impact through diverse publications and advocate for more accountable decision-making using UN Women publications. *The Cost of the Gender Gap in Agriculture* was referenced in this case as a good policy document. The policy briefs were mentioned as critical drivers of change in policy and advocacy frameworks. This approach was also strongly endorsed by over 70 per cent of the survey respondents, who called for more efforts to build the public's capacity to engage in GEWE and policy debates through regional and national platforms.

Improved research, evidence dissemination and communication were recommended to be key drivers not only between UN Women and their reader audiences, but also among the policy makers, governments, multi-country offices and the broader public.

In conclusion, there can be demand for publications only if potential users know they exist. In Eastern and Southern Africa, it is imperative that UN Women intensifies its efforts to identify audiences, inform them of relevant publications, provide means of access to these publications and extend them in formats and languages appropriate to their situation. There is also a need to reorient UN Women's efforts to serve multiple audiences in the region. It is however clear that there is strong commitment in UN Women to enhance its role as a knowledge broker oriented to GEWE, but more needs to be done to build on this commitment.

4

INSTITUTIONAL AND STRATEGIC IMPLICATIONS (THE WAY FORWARD)

The survey has pointed to a clear commitment by UN Women Eastern and Southern Africa to produce quality publications. The fact that the publications are supply-driven rather than demand-driven is worrying, however. If UN Women wishes to enable targeted and action-oriented interventions from its publications, the following recommendations ensue:

- Develop demand-driven publications based on analysis of contexts in terms of how a situation presents an opportunity for development of a publication and whether it relates to the regional and country offices' needs and the need for targeted actors on GEWE. The survey noted, for example, that a policy brief would be more useful if it is specifically targeted to policy makers, including government, regional economic commissions and the African Union, and for advocacy purposes by the gender advocates who hold various actors accountable on the issues on GEWE. For evidence and research, linking the findings of studies and the issues documented in various publications to academia, research institutes and think tanks would be an excellent value addition to the region. This could be built in a detailed quality assurance process that ensures relevant investments in publications with value proposition and ensuring value for money as well.
- Develop a dissemination strategy and a social media strategy, in response to the finding that most respondents felt that they could only access publications from UN Women website and through events. This could mean limited dissemination as most of the respondents targeted had engaged with UN Women Eastern and Southern Africa in one way or the other. The strategy will ensure coordinated and proactive outreach for UN Women on GEWE issues and positioning it as a go-to agency.
- Develop and avail live and continuously available feedback mechanisms for UN Women publications. The mechanism developed from this survey shall be a great entry for continued feedback, which needs to be analysed continuously and used to inform ongoing knowledge generation in order to accelerate the transition from supply-driven publication production to a demand-driven mechanism, which intensifies action-oriented developments on GEWE.
- Promote face-to-face and/or electronic discussion and deliberation with key actors to foster uptake and implementation of the evidence and GEWE issues in UN Women publications. UN Women should engage all actors in active mediation and translation among knowledge producers, knowledge brokers and end users, as well as develop an integrated communications approach that takes into consideration individual, organizational and systemic levels. It is critical to foster close collaboration among UN Women multi-country offices, development actors, partners, researchers, academia and targeted users from the outset, rather than disseminating research results or

issues in a publication. This allows for consensus on the key questions to be addressed, and to promote understanding of publication methodologies as well as ownership of publications and GEWE issues addressed.

- Intensify efforts to strengthen UN Women country offices' communication and knowledge-brokering skills, complemented by efforts to strengthen the institutional capacity of relevant actors to take up the recommendations of various publications generated by UN Women. This should be extended

to developing institutional channels, procedures and incentive structures to promote evidence-informed publication processes with quality publications derived from established quality assurance processes.

- Create UN Women virtual information centres and libraries both in country offices and at the regional level in partnership with other bilateral and multilateral development agencies focusing on GEWE issues.

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APPENDIX

UN Women Publications Reader Survey Questionnaire

Dear Reader,

UN Women produces an extensive range of publications and knowledge products that aim to share information, express innovative ideas and practical experiences and stimulate debate on various aspects of gender equality and women's empowerment.

Through this publications reader survey, we hope to rely on your feedback to continually improve the user-friendliness, practicality and overall quality of UN Women's publications. To this end, we would be grateful if you could complete a quick six-minute Publications Reader Survey to help us better meet your publication and information needs.

Thank you for your valuable feedback!

Knowledge Management and Research Unit , UN Women Eastern and Southern Africa

No	Question	Response Codes
1	What type of organization do you work for?	1= United Nations 2= International organization 3= Non-governmental organization 4= Civil society organization 5=Government 6=Women's rights agency 7=Academic institution 8=Religious institution 9=Private sector agency 10= Student 11= Individual –not affiliated to any institution 12=Self-employed 13=Other If "Other," please specify:
2	Where are you currently located (please indicate the country)?	If, Other (please specify here)
3	What is the most convenient means for you to access UN Women publications?	1=Print format 2=Electronic format – downloadable from the UN WOMEN website 3=Electronic – in portable USB, CD-ROM or similar format 4=Other If "Other," please specify
4	How often do you consult UN Women publications?	1=Daily 2= Weekly 3= Monthly 4= Periodically, whenever necessary 5= Rarely 6= Never
5	Which type(s) of UN Women publications do you most frequently consult (mark all that apply)?	1=Policy briefs 2=Case studies 3=Evaluation products 4=Research studies 5=Event reports 6=Success stories 7=News articles 8=Other If "Other," please specify:

6	Which of the following publications have you accessed most frequently from UN Women?	1=The Cost of the Gender Gap study 2=UN Women Policy Brief on Gender Equality in the Extractive Industries 3=Mainstreaming Gender in HIV/AIDS Responses in the Extractive Industries 4=Catalogue on Rural Agricultural Technologies 5=Technology Brief on Rural Agricultural Technologies 6=Catalogue on Socioeconomic Empowerment of Women in Africa 7=Training Manual “Building Gender Responsive Transformative Evaluation Capacity” 8=Sharefair Report on Gender Equality in the Extractive Industries 9= Extracting Equality – A Guide 10=UN Women Analysis on Women and Sustainable Development Goals 11=Evaluation knowledge products by UN Women Eastern and Southern Africa 12=Report for the UN Women’s Innovative Market Place on Women’s Socio-Economic Empowerment in Africa 13= UN Women Eastern and Southern Africa monthly newsletter 14=Other If “Other,” please specify:
7	Please select your preferred language(s) for accessing UN Women publications (mark all that apply from the list of United Nations official languages).	1=English 2=French 3=Other
8	How have you been made aware of UN Women publications (mark all that apply)?	1=Via local UN Women office/staff 2= “New title” e-mail notifications 3= Word of mouth 4=UN Women website 5=Other United Nations websites 6=Internet search 7=Social media 8=Saw them on display at events 9=News media 10= Other If “Other,” please specify:
9	Do you know how to access the online UN Women publications list?	1 = Yes 2 = No
10	Are UN Women publications sufficiently visible and well marketed to the public (online and offline)?	1 = Yes 2 = No 3= I Don’t Know
11	If you have any suggestions for improving accessibility to and marketing of UN Women publications, please list them here	

12	For what purpose(s) do you consult UN Women publications (mark all that apply)?	1= Reference 2= Research 3= Training 4= Resource mobilization 5= Developing new programmes/intervention areas 6= General information about gender equality and women’s empowerment issues 7= Advocacy and policy formulation 8= Evaluation 9= Building new partnerships and networks 10= Other If “Other,” please specify:
13	In general, how would you rate the usefulness of UN Women publications?	1= Very useful 2= Useful 3= Somewhat useful 4= Not useful at all 5= I have not consulted UN Women publications
14	In general, how would you rate the design and layout of UN Women publications in terms of user-friendliness?	1=Excellent 2=Very good 3= Good 4= Fair 5= Poor
15	In general, how would you rate the quality of the substantive content of UN Women publications?	1=Excellent 2=Very good 3= Good 4= Fair 5= Poor
16	In general, are UN Women publications easy to read and understand?	1= Yes 2= No (if not, please provide suggestions in the box provided below for making UN Women publications more easily understood) 3= I don’t know If your answer is “No”, please provide your suggestions here:
17	What kinds of publications would you like to see UN Women produce in the future?	
18	Do you have any suggestions for improving UN Women publications?	

<p>19</p>	<p>Do you have any suggestions for improving the presentation of our publications in electronic format on the UN Women website (mark all that apply)?</p>	<p>1= Categorize publications thematically 2= List publication titles and available language versions, without cover images 3= Add blurbs (brief descriptions) of publications, in addition to cover images 4= List publications in alphabetical order 5= Improve navigation between publications' webpages 6= Improve the visual presentation of publications 7= Split PDFs into sections to facilitate downloads with a low-bandwidth connection 8= Categorize publications chronologically, by date of publication 9= Other If "Other", please specify:</p>
<p>20</p>	<p>Would you like to receive regular e-mail updates about new UN Women publication titles?</p>	<p>1 = Yes 2 = No If "Yes", please provide your contact e-mail address here:</p>
<p>21</p>	<p>Would you recommend UN Women publications to others?</p>	<p>1 = Yes 2 = No If your answer was "No", please explain.</p>

**UN WOMEN IS THE UN ORGANIZATION
DEDICATED TO GENDER EQUALITY
AND THE EMPOWERMENT OF WOMEN. A
GLOBAL CHAMPION FOR WOMEN AND
GIRLS, UN WOMEN WAS ESTABLISHED
TO ACCELERATE PROGRESS ON
MEETING THEIR NEEDS WORLDWIDE.**

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to implement these standards. It stands behind women's equal participation in all aspects of life, focusing on five priority areas: increasing women's leadership and participation; ending violence against women; engaging women in all aspects of peace and security processes; enhancing women's economic empowerment; and making gender equality central to national development planning and budgeting. UN Women also coordinates and promotes the UN system's work in advancing gender equality.



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