

**Project proposal template**

**APPLICATION FOR PROJECT FUNDING IN THE FIELD OF SOCIETY CONSOLIDATION**

NAME OF PROJECT:	<b>BraveMen: Engaged for positive masculinities and gender equality</b>
AMOUNT REQUESTED:	<b>740,871 Euro</b>
DURATION:	<b>30 months</b>
DATE OF INTRODUCTION:	<b>1 November, 2021</b>

**1. Organization**

- Full name: United Nations Population Fund Palestine
- Abbreviation: UNFPA
- Legal status: UN Agency
- Official address: 26 Nablus Rd., Jerusalem
- Representative (name and function): [Kristine Blokhuis](#)
- Internet website: <https://palestine.unfpa.org/en>
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**2. Bank details**

Bank Name: ING Belgium NV/SA

Address: 60 Cours Saint Michel  
1040 Brussels, Belgium

Account Name: UNFPA EURO Account

Account Number: 301-0188056-54-EUR

SWIFT Address: BBRUBEBB010

IBAN Number: BE42301018805654

Reference to be indicated when making payments: UNFPA Palestine - Mayyada Malki

**3. Motivation (Relevance)**

There is increasing recognition – globally and in Palestine – that inequitable gender norms are harmful to both women and men, in their individual lives and in their potential to contribute meaningfully to societal outcomes. Programs to empower women are plentiful, yet initiatives seeking to tackle negative masculinities and leverage the power of men and boys through gender-transformative approaches as participants, supporters and allies are far fewer in number, and often more superficial in scope. Research in this area, including a 2021 UNFPA study on *Knowledge, Attitudes, and Practices among Men in the Gaza Strip on Sexual and Reproductive Health and Rights (SRHR) and Childrearing*<sup>1</sup>, provide key proposed solutions to address negative masculinities<sup>2</sup>, and UNFPA Palestine’s own experiences of working with and for men and boys have yielded promising interventions.

The proposed interventions build on research and UNFPA experiences in three core activities, each working directly with men and boys (as well as with the women in their lives) in in-depth and transformative ways, to change their perceptions of gender equality, what it means to ‘be a man’, and what it means to ‘be a woman’.

Transforming such deeply held perceptions and attitudes is challenging. Research shows that the most effective gender-transformative approaches<sup>3</sup> engage individual men and boys in ways that allow for self-reflection and gradual but meaningful transformation, allowing them to replace harmful gender stereotypes e.g. a ‘good man is strong and aggressive’ with more helpful ideas e.g. ‘a good man is responsible and caring’. It further demonstrates

<sup>1</sup> Knowledge, Attitudes, and Practices Among Men in the Gaza Strip Related to Sexual and Reproductive Health and Rights and Child Rearing – Draft Report. UNFPA Palestine (2021).

<sup>2</sup> Research underpinning the approaches in this proposal include the Overseas Development Institute *Gender and Adolescence: Global Evidence* series, incl. but not limited to the ‘[GAGE Digest: Programming to promote gender-equitable masculinities among adolescent boys](#)’; ‘[Positioning GAGE Evidence on Masculinities](#)’ The UK Department for International ‘[What Works to Prevent Violence against Women and Girls](#)’ and the WHO: ‘[Interventions addressing men masculinities and gender equality in sexual and reproductive health and rights: An evidence and gap map and systemic review](#)’

<sup>3</sup> UNFPA defines gender transformative approaches as those addressing root causes of gender-based health inequities through interventions that challenge and redress harmful and unequal gender norms, roles, and unequal power relations that privilege men over women

that working with adolescents (boys and girls) is particularly helpful to shape ideas of what equitable relationships look like, allowing them to become adults with healthy expectations and skills.

UNFPA has extensive experience working in the Palestinian context with issues of gender equality, prevention and response to gender-based violence (GBV), and SRHR, and has a profound understanding of how inequitable gender norms impact on the health, well-being and productive capacities of both women and men. UNFPA has piloted several promising approaches to engage men and boys, including with funding from Belgium and other donors. These have been well-received by target communities, and have been effective in encouraging boys to think critically about gender norms and in promoting greater male participation in SRH and childrearing.

The proposed program aims to reach 19,010 people across Palestine and builds on and scales up three of these approaches, focusing on i) working with adolescents to encourage questioning of gender norms; ii) working with young couples prior to marriage to set expectations for a successful and equitable relationship; and iii) providing in-depth counselling to married couples to equip them with tools to recalibrate expectations of masculinity and conflict resolution. The interventions are interlinked and reach targeted communities from several interconnected angles, producing mutually reinforcing outcomes. The core interventions are complemented by activities to encourage an enabling environment.

### ***Gender equality and masculinities in the Palestinian context***

While specific gender norms vary somewhat across Palestine (with some areas, for example, having higher rates of polygamy and/or child marriage), both research and observation clearly demonstrate that norms are inequitable. Many of the norms are typical of the region, however, the 73-year Israeli occupation limits opportunities and adds dimensions of stress, humiliation and human rights violations, exacerbating the situation due to widespread frustration among Palestinian men that they are unable to live up to societal expectations as providers, indicating a critical need to address expectations of masculinity. It can be argued that the imperative for Palestinian women and men living under occupation to preserve their sense of nationhood and to protect culture and tradition, may lead to a heightened sense of attachment to traditional norms, as has been seen in recently with opposition for example to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), understood by some groups to be challenging Palestinian cultural values. It can also be seen in a disturbing trend of increasing femicides (incl. so-called ‘honor’ killings) and violence against women, often connected with perceptions that women are the protectors of culture and tradition, and that they must be punished if they ‘step out of line’.

Key data illustrates these gender inequities. Only 16% are active in the formal labor force compared with 69% of men<sup>4</sup>. Young women outnumber young men in higher education, yet are overrepresented in unemployment figures<sup>5</sup>. Representation of women in decision-making positions is low (5% of the Palestinian Central Council members, 9% of union committees, 13% of the Council of Ministers members). Nearly a third of women report being subjected to violence from their husbands and less than 2% of these report seeking assistance, often due to the stigma associated with being perceived as a ‘bad’ woman<sup>6</sup>. Recent UNFPA research on *Knowledge, Attitudes, and Practices among Men in the Gaza Strip on Sexual and Reproductive Health and Rights (SRHR) and Childrearing*<sup>7</sup> provides further evidence of the inequitable norms. The perception of what constitutes a “good man” revolves around financial capacity, control of the house, and good relations with community members. A “good woman” is measured by sexual ‘purity’, family honor, who takes care of her husband and his family, balances her work responsibilities with responsibilities at home, and raises the children righteously. Male respondents clearly stated that norms can impede their own health and well-being. For example, 10% of men and women in Gaza reported knowing a man who was mocked or maltreated when seeking such services, as these are seen as ‘women’s issues’. Men and boys reported that doing childcare and housework would lead to social stigma, and that this was a reason for not contributing<sup>8</sup>. Furthermore:

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<sup>4</sup> Press Release on the Results of the Labour Force Survey Jan. – March, 2021. Palestinian Central Bureau of Statistics 2021

<sup>5</sup> Palestinian Central Bureau of Statistics (PCBS) 2020

<sup>6</sup> Violence Survey, Palestinian Central Bureau of Statistics. 2019.

<sup>7</sup> Knowledge, Attitudes, and Practices Among Men in the Gaza Strip Related to Sexual and Reproductive Health and Rights and Child Rearing – Draft Report. UNFPA Palestine (2021).

<sup>8</sup> Ibid

- 55% of men reported that the most important role for women is to take care of the home and cook. 45% of women and 41% of girls agree
- 38% of men and 23% of boys agreed that there are times when a woman deserves to be beaten
- 74% of men and 75% of women in Gaza strongly agreed that changing diapers, and bathing and feeding children are the mother's responsibility
- Men typically have the decision making power over when to have children, but then once the decision is made 40% of men and 48% of women agreed that it is a woman's responsibility to avoid getting pregnant
- 78% of men and 61% of women reported that a man should have the final decision in the home<sup>9</sup>.

UNFPA Palestine is in the final steps of updating its Male Engagement Strategy. It seeks to underpin gender equality and human rights work with a comprehensive effort to strategically integrate boys and men in UNFPA's scope of work. The assessment conducted to inform the strategy found that in the last three decades' efforts have been made by many to engage men in fighting social stereotypes, however, significant gaps remain.

However, there is reason for optimism. Palestinian civil society is vibrant and outspoken, and the voices calling for and implementing change to traditional ideas of masculinity are strong. There is evidence of generational change, as younger Palestinians have more gender equal ideals and shifts in perceptions of gender are evident<sup>10</sup>.

- **Problem:**

The fundamental problem this intervention seeks to address is the inequitable gender norms which exist among men, women, boys and girls in Palestine. The norms impede not only women's human right to equality, freedom from violence and access to SRHR, but also the ability of men to contribute more meaningfully to the health and well-being of their families. Furthermore, these inequitable attitudes prevent equal participation in productive community pursuits – whether decision-making or economic activity – and undermine positive societal outcomes.

- **Relevance regarding the criteria of the call for projects:**

This program contributes to thematic area A – “Transformative masculinities, engaging men and boys and fighting gender discrimination and stereotypes in the context of women's empowerment and leadership”. The project follows best practices on social norm change for masculinity and will primarily contribute to SDG target 5.1, 5.2, 5.4, 5.5, 5.6, as well as SDGs 3, 10, and 17.

**4. Objectives** (Effectiveness)

- **Main objective:** To promote gender equality in vulnerable communities in Palestine by influencing social norms among and perceptions of masculinity among men, boys, women and girls.

- **Specific objectives:**

1. Promote positive change in the concept and behaviors of masculinity among individuals to transform targeted communities.
2. Create an enabling environment within targeted communities to facilitate systematic gender norm change.

- **Target groups (number and type):**

Total beneficiaries: 19,010

- Adolescents and youth (10-29) – 13,450
- Couples – 1,000
- Men and boys – 12,275
- Women and girls – 6,735
- Service providers – 60

UNFPA will target some of the most vulnerable communities across Palestine. The target areas are:

- Gaza Strip – primarily focusing on Southern Gaza and Gaza City
- East Jerusalem
- Northern West Bank – Jenin, Nablus, Tulkarem

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<sup>9</sup> Ibid

<sup>10</sup> Ibid

- Southern West Bank – Hebron
- Jordan Valley

## 5. Activities and strategies (Efficiency)

The project design is guided by evidence based principles for engaging men and boys. The main principles are<sup>11</sup>:

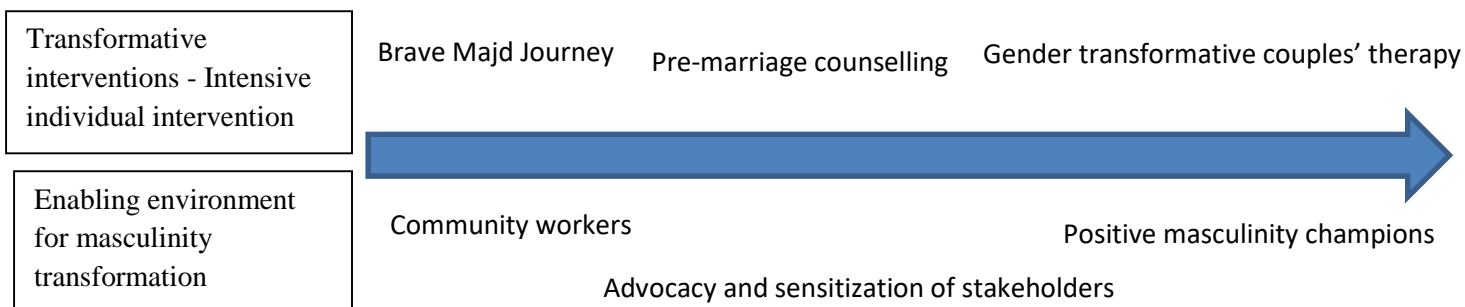
1. Creating a safe space for critical reflection among males. This is best accomplished by allowing men and boys to reflect in spaces only for men and boys, followed by facilitated conversations to hear women and girls’ perspectives, and lastly practicing new techniques
2. Investing in high quality facilitation and innovative / non-traditional educational tools
3. Engaging with individuals over longer periods of time to create tangible norm change
4. Building interest and trust of men by starting with less sensitive topics and gradually doing more sensitive topics after establishing trust
5. Expecting change to be slow when addressing highly engrained societal norms

The interventions will reach all age groups within targeted communities to create positive community change. Interventions will use a gender transformative approach on “Rethinking Masculinities” originally inspired by Promundo/Kvinna til Kvinna and adapted by Alianza por la Solidaridad for Palestine<sup>12</sup>:

1. Learn: through questioning and critical reflection of gender norms
2. Rehearse: equitable and non-violent attitudes and behaviors in a comfortable space
3. Internalize these new gender attitudes and norms, applying them in their own relations and lives.
4. Supporting influences and structures to allow individuals / organizations to be change agents for equality.

Lastly, interventions are planned based on complementarities and lessons learned from ongoing or previous programming. As social norm change requires significant long-term investment, this program complements other initiatives. As such, the locations selected are in existing areas of UNFPA operation and are based on other interventions to apply lessons learned and continuously improve and scale up successful program.

- Strategies developed (theory of change):



- Planned activities (detailed):

### **Specific objective 1: Promote positive change in the concept and behaviors of masculinity among individuals to transform targeted communities**

Activities under specific objective 1 target individuals/couples over extended periods for long-term norm change. Activities intend to reach all age groups within a community with age appropriate interventions. By targeting several target populations within the same community, interventions are mutually reinforcing, reducing backlash.

**1.1 Brave Majd Journey**<sup>13</sup> - Tapping into the ongoing Majd interventions piloted in 15 schools in East Jerusalem within an ongoing Belgium funded project ending December 2021, this project will scale up the successful evidence-based education activities for boys and girls, such as role-playing and discussion to help change attitudes; adjust coping mechanisms; equip them with healthier ways to deal with conflict; confront gender norms; and change

<sup>11</sup> Programming with adolescent boys to promote gender-equitable masculinities, 2018. Gender and Adolescence: Global Evidence (GAGE) [Masculinities-Review-WEB1.pdf \(odi.org\)](#)

<sup>12</sup> Rethinking masculinities – Combating GBV in East Jerusalem, West Bank and Gaza

<sup>13</sup> Majd (same name for male and female) is the Sharek and UNFPA virtual ambassador, a 12-year-old who advocates for positive change in the lives of Palestinian adolescents, who number approximately two million. Majd is brave, curious, and engaged. Majd wants to be a healthy, educated, and active Palestinian, contributing to the good of the community, promoting gender equality, and combating GBV.

ideas of what it means to be a man. It focuses on the most vulnerable, in and out of schools. To date, Majd has had positive results from students, who find the character fun and engaging, and from educators, who stress that Majd is an accessible way for students to learn. In this project, the Brave Majd Journey will reach 2,000 adolescents (1,200 boys, 800 girls) in 30 schools and Ministry of Social development (MOSD) youth rehabilitation centers.

*1.1.1 Support school students' parliaments* with programs to influence attitudes, health and relationships, promoting positive masculinities and healthy relationships based on consent and free of violence. Student parliaments will support the design of the program to implement 'positive masculinity' and gender initiatives, including sports, music and theatre. The activities build upon existing programming funded by Belgium, including a theatre manual for social change through schools.

*1.1.2 Majd behavioral change campaign* (in-person and virtual) targeting youth in schools with the "Brave Majd" model to be rolled out in 30 schools and MOSD youth rehabilitation centers.

**1.2 Pre-marriage counselling** – UNFPA designed the pre-marriage counselling (PMC) program in response to evidence that much of the conflict between couples is rooted in inequitable expectations of gender roles and conflict resolution. PMC will engage young couples in a variety of ways – as couples, in groups of young men, in groups of young women, as larger mixed groups – and will have targeted engagement over an extended period of time to facilitate self-reflection and transformation of attitudes. PMC will help young people to think through issues such as distribution of work at home (e.g. child-rearing, cooking), family planning, decision making, healthy conflict resolution, and equal financial management. The program is already being developed and piloted with 250 couples in Gaza based on a literature review, focus group discussions, and interviews. It is funded by the Agence Française de Développement (AFD). The activities proposed here are built on lessons learned from the pilot in Gaza.

*1.2.1 Train 30 social counselors* on the developed PMC guidelines for couples.

*1.2.2 Implementation of pre-marriage counseling for 600 engaged couples and 300 individuals before engagement* by trained counsellors. As an innovative approach, engaged couples will be provided with incentives, such as wedding photos or flowers for the wedding. In coordination with YPEER<sup>14</sup>, PMC will be carried out by counseling specialists in two universities (Al-Quds in East Jerusalem, Al-Azhar in Gaza) currently supported by the UNFPA youth-friendly health services program.

*1.2.3 Upgrade the existing youth SRH mobile app "Mostashari"*. The objective of the app is to provide quality, safe, and confidential SRHR and gender equality information for young people. This is in response to research that many young people have no source of such information – or that the main source of information is potentially damaging internet sources and/or information passed on by friends. The free app has been downloaded by 2,600 youth (Ages 15-35) since December 2020. The medical team has answered more than 400 consultations and questions on mental, general, and sexual health. Based on recommendations from a youth boot camp in July 2020, this activity will upgrade the app to include information related to PMC through articles, frequently asked questions and interactive features such as games and messages. For marketing, UNFPA partners (YPEER, PMRS, etc.) promote the app through their day to day activities in communities. The app is managed by 12 people in the West Bank and Gaza, incl. a doctor, social worker, Y-PEER, graphic designers, and IT specialists. Mostashari is integrated in strategic interventions, supporting sustainability. Contributing funders are Italy and AFD.

**1.3 Gender transformative couples' therapy** - Since 2019, UNFPA has reached 200 couples with couples counselling to combat GBV, based on a manual developed in partnership with UNFPA partners. Couples have been selected through UNFPA supported Safe Spaces, based on requests from women. Male counselors reach men through home visits or inviting them to other activities. Men are encouraged to reflect on and discuss their role in ensuring the wellbeing of their families, and how they can engage meaningfully in household activities in ways that transform their understanding of what it means to be a 'good man'. For each couple, a case plan is developed and participants are offered 5-7 counselling sessions, based on need. Men have given positive feedback on their participation. It is currently funded by the Government of Canada.

*1.3.1 Engage an additional 400 couples (800 people) in the program* based on previous experience. It will expand counselling to more couples, including couples with no history of violence to address positive masculinities. 400 couples (800 people) will be targeted.

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<sup>14</sup> YPEER network is a global network. The Palestine network was launched in 2012 under the work of UNFPA. YPEER is active in the West Bank, East Jerusalem, and the Gaza Strip with more than 730 members

**Specific objective 2: Create an enabling environment within targeted communities to facilitate systematic gender norm change**

The second objective of the project targets community leaders and institutions in order to create a supportive environment. This work is expected to encourage the participation of couples for the activities outlined above and to create support for the overall mission of the project.

**2.1 Sensitization and utilization of community workers and networks**

2.1.1 *Engage youth volunteers and peer educators*: YPEER is a network of youth peer educators, trained on gender, GBV, and SRHR, using innovative methods to engage young people and support reflection, such as interactive theatre. YPEER will help recruit participants for PMC and couples’ therapy. The project will train 150 peer educators and aims to reach 6,000 young people.

2.1.2 *Engage Community Health Workers (CHWs)*: Male and female CHWs will provide information to communities on SRHR topics within a framework of gender and challenging traditional concepts of masculinity. They will act as community liaisons to engage male community and religious leaders that have significant influence. They will help recruit people for couples’ therapy and PMC, when appropriate. UNFPA has several decades of successful experience with CHWs, and continuously updates their role to meet needs. This program builds on lessons learned and the high level of trust among communities, providing an entry point for norm change.

2.1.3 *Establish networks of positive masculinity champions*: For sustainability and further transformation after the close of the project, UNFPA will equip 100 “positive masculinity champions”. The champions will be men (and some women) who demonstrate significant leadership qualities in changing norms. UNFPA will build the skills of champions to further changes within their community. UNFPA will engage its existing protection networks to prevent GBV, incl. community leaders, headmasters, and respected figures in the community, to identify champions with a record of encouraging positive gender norm change.

- *Identify and train counsellors and successful participants* of PMC, couples therapy, and MenCare fatherhood initiative<sup>15</sup> to influence communities
- *Ambassadors for behavioral change*: identify social media influencers and equip them with gender equality information through specialized sessions to lead campaigns on positive masculinities using the project’s tools, including Majd, MenCare, PMC, couples’ therapy, and other ongoing initiatives (i.e. HeForShe in partnership with UN Women).
- *Adapt the global fatherhood campaign, MenCare to the Palestinian context*: work with 30 fathers to support men’s positive involvement as fathers. This activity will be guided by the developed [“P” manual](#) (available in Arabic and English), providing strategies and activities to engage men in active fatherhood, incl. prevention of GBV.

**2.2 Advocacy and sensitization of stakeholders**

2.2.1 *Sensitize local health and protection providers* by coaching 30 providers on their attitudes on masculinity and involvement of men in SRH / GBV services (when safe for survivors according to the Prevention and Response to GBV Minimum Standards).

2.2.2 *Advocate for male engagement and positive masculinity programming* within coordination mechanisms that UNFPA either leads or participates in, GBV sub-cluster (UNFPA is the chair), UN Theme Group on Young People (UNFPA is lead), health cluster, adolescent health coalition, etc. UNFPA has wide-reaching influence among partners and will leverage this to encourage use of male engagement within programming and strategies of these partners, including ministries.

- Timetable:

ACTIVITY	PLAN START DATE	2021	2022				2023				2024		
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Planning and preparation	Oct-21												
1.1 Brave Majd Journey	Feb-22												

<sup>15</sup> MenCare is a global fatherhood campaign, promoting men’s involvement as equitable, non-violent fathers and caregivers, to achieve family well-being, gender equality, and better health for mothers, fathers and children

1.2 Pre-marriage counselling	Apr-22																		
1.3 Gender transformative couples therapy	Apr-22																		
2.1 Community workers and networks	Feb-22																		
Communications / visibility	Mar-22																		
Monitoring and evaluation	Jan-22																		
Reporting	Jan-22																		

- Organizational capacity: past results and lessons learned (from ongoing projects/programs): UNFPA has extensive experience in the area of masculinities and transformative gender approaches. The primary lessons learned and key results that apply to this programs are explained above, however, also include:
  - More engagement with men (husbands, brothers and community leaders) in the awareness raising and capacity building programs on gender equality and combating GBV is required.
  - More leadership role to men during community awareness campaigns, such as the 16 days’ campaign to combat violence against women, is required.

**6. Partners (Synergy and complementarity)**

- Partners and their added value:  
 UNFPA works with a variety of NGO partners in gender, youth, and health to complement one another’s strengths. UNFPA works with national partners with extensive experience on gender and health who have been working in Palestine for decades and have high levels of trust among communities. UNFPA’s youth partners have significant reach to young people in all of Palestine (in-person and virtual channels) and use volunteering as a successful method to reach young people where they are. Among others, UNFPA will work with:

- [Sharek Youth Forum](#) - West Bank
- [Save Youth Future Society \(SYFS\)](#) - Gaza
- [Palestinian Medical Relief Society \(PMRS\)](#) - All Palestine
- [Red Crescent for Gaza Strip \(RCS\)](#) - Gaza
- [The Palestinian Working Women Society for Development \(PWWSD\)](#) - West Bank, Gaza
- [Burj Al Laqlaq](#) - East Jerusalem
- [Palestinian and Family Protection Associations \(PFPPA\)](#) - West Bank, Gaza

- Synergies and complementarities with other interventions:  
 The synergies and complementarities are primarily described in the project activities, context, and section 10 below on funding obtained for the same project. All activities suggested here complement ongoing, past, or upcoming activities. For example, PMC is being rolled out to 250 couples in Gaza under funding from AFD. Under Belgian funding, PMC would be adjusted based on lessons learned and rolled out to additional couples in new communities.

**7. Impact and sustainability**

While sustainability of social norm change in two-year interventions is difficult to assure, this project is expected to deliver sustainable change, based on knowledge from previous project assessments, the UNFPA Knowledge Attitudes and Practices Among Men in Gaza study, and UNFPA’s male engagement strategy, summarized below:

- UNFPA’s continuous support to GBV safe spaces, protection networks, youth friendly health services in university centers and mobile clinics, has created interest among communities and institutions to continue the work. Integrating interventions to promote positive masculinities and gender equality in these platforms is the correct strategy for impact and sustainability.
- UNFPA will provide stakeholders with necessary training and expertise to support mainstreaming positive masculinities and positive gender norms in local structures.
- Advocacy for male engagement among key stakeholders supports sustained efforts after this project.
- Positive masculinity champions, incl. social media influencers, will continue to promote positive gender norms long after the end of the project.

**8. Visibility of the donor**

UNFPA will ensure visibility through communicating results and the impact of overall interventions by:

- Using a dedicated # and tagging the Belgian Cooperation of men, including male UNFPA staff, taking selfies while doing work in the home (i.e. taking care of children, cooking, and cleaning)
- Tagging the Belgian Cooperation in social media posts of the social media influencers that will be trained in changing norms of masculinities, as well as UNFPA and UNFPA partners social media
- Including Belgian branding on all materials, including the Mostashari app
- Creating a video and posting on social media on different platforms of implementing partners
- Posting positive stories of change on social media channels, tagging the Belgian Cooperation

9. **Monitoring methods** (Management capacity)

- Logical framework (core values, target results, indicators ...):

<b>Main objective</b>	To promote gender equality in vulnerable communities in Palestine by influencing social norms and perceptions of masculinity among men, boys, women and girls.  Number of people reached <i>Target: 19,010 (12,275 Men and boys; 6,735 Women and girls)</i>			
<b>Results</b>	<b>Activities</b>	<b>Sub-Activities</b>	<b>Indicator</b>	<b>Means of verification</b>
<b>Result from specific objective 1: Improved perceptions and behavior of positive masculinity among individuals in targeted communities.</b>	1.1 Brave Majd Journey	1.1.1 <i>Support school students' parliaments</i>	1. # of boys and girls benefitted from Brave Majd Journey <u>Target: 2,000</u> 2. % of girls and boys who report positive attitudes about masculinity, gender roles and responsibilities <u>Target: 30% improvement in boys and girls attitudes about masculinity, gender roles and responsibilities</u>	- Pre- and 2 post behavioral tests (1 immediate, 1 after 3-6 months) or the end of the school year / beginning of year 2 - Partner reporting - Field monitoring
		1.1.2 <i>Majd behavioral change campaign</i>		
	1.2 Pre-marriage counselling	1.2.1 <i>Train social counselor</i>	# of social counsellors trained on pre-marriage counselling <u>Target: 30</u>	- Pre and Post test (knowledge / skills attained)
		1.2.2 <i>Conduct pre-marriage counselling</i>	1. # of couples who completed pre-marriage counselling <u>Target: 600</u> 2. % of couples who reported higher levels of knowledge and information at the end of the pre-marriage sessions. <u>Target: 30% improvement in couples' level of knowledge and information</u> 3. # of university students who completed pre-marriage counselling activities <u>Target: 300</u>	- Pre-test - Post test (at the end of the sessions)
		1.2.3 <i>Upgrade SRHR mobile application "Mostashari"</i>	1. Mostashari mobile application is upgraded 2. # of people interacting with the app <u>Target: 4,800 beneficiaries</u>	- Pre test / post test - App metrics: engagement, performance, vanity



	1.3 Gender transformative couples therapy	1.3.1 <i>Engage couples in couples therapy</i>	<p>1. # of couples participating in couples' therapy <u>Target:</u> 400</p> <p>2. % of male participants who report improved positive attitudes about masculinity, gender roles and responsibilities <u>Target:</u> 30% improvement in participants attitudes about masculinity, gender roles and responsibilities after the program</p>	<p>- Pre test</p> <p>- 2 post tests (one at the end of the sessions, one test 6 months later)</p>
<p><b>Result from specific objective 2:</b></p> <p><b>Enabled environment within targeted communities to facilitate systematic gender norm change.</b></p>	2.1 Sensitization and utilization of community workers and networks	2.1.1 <i>Engage youth volunteers and peer educators</i>	<p>1. # of YPEERs trained on conducting behavior change activities on positive masculinities <u>Target:</u> 150 peer educators</p> <p>2. # of people reached with sessions <u>Target:</u> 5,000</p>	<p>- Field monitoring visits</p> <p>- Partner reports</p>
		2.1.2 <i>Engage Community Health Workers</i>	<p>1. # of sessions conducted by CHWs with community members <u>Target:</u> 300</p>	-Partner reports
		2.1.3 <i>Establish networks of positive masculinity champions</i>	<p>1. # of masculinity champions (incl. social media champions) trained and promoting positive masculinities in their communities <u>Target:</u> 100</p> <p>2. The fatherhood campaign "MenCare" to support men's positive influence as fathers is adapted to the Palestinian context <u>Target:</u> yes</p> <p>3. # of men (married and unmarried) who were enrolled in "MenCare" sessions and who report a positive change in their attitudes, and knowledge regarding men's involvement as fathers <u>Target:</u> 100, with 30% of participants reporting a positive improvement in their knowledge and attitudes on men's involvement as fathers</p>	-Partner reporting
	2.2 Advocacy and sensitization of stakeholders	2.2.1 <i>Sensitize local health and protection providers</i>	<p>1. # of providers sensitized to positive masculinity <u>Target:</u> 30</p>	-Partner reporting
		2.2.2 <i>Advocate for male engagement and positive masculinity programming</i>		-Meeting minutes

- Proposal for monitoring and evaluation to be formulated by the applicant organization
- UNFPA will monitor impact by conducting pre-tests and two post-tests (one immediately after participation in the program, one around 3 months after participation to assess sustainable impact). Tests will be based on the Gender Equitable Men scale and adapted to the Palestinian context and age of beneficiaries. UNFPA will sample a control group to compare to the beneficiaries of the program.

- Focus group discussions from varying activities to evaluate impact and ways to improve programming
- Quarterly reporting from implementing partners
- Regular field monitoring

#### 10. **Detailed results-based budget** (Efficiency)

See attached Annex for details

##### - **Indicate all other funding the organization applied for and obtained for the same project**

Activities in this proposal build on lessons learned from initial phases from other projects, expand to more beneficiaries, and are linked to other initiatives for efficiency. The activities below funded by other donors will continue to be implemented alongside Belgian funding, but will be scaled up to more beneficiaries who are not targeted under other funds. UNFPA is focusing on the same communities targeted under other programs, as the activities reinforce each other for increased impact. There will not be duplication, as Belgian funded activities will reach more people and will specifically scale up behavior change around masculinities, going beyond what other projects are doing.

1. Pre-marriage counselling – being piloted with 250 couples in Gaza with funding from AFD.
2. Couples therapy – provided therapy for 200 couples with funding from the Government of Canada.
3. YPEER – has contributed to impacting beneficiaries in the following areas (among others):
  - Played a significant role in the ongoing Belgium-funded project “Empowered and Protected Young Women and Men through Gender Equality Interventions in East Jerusalem” in combatting child marriage and promoting gender equality through theatre-based trainings for school students.
  - An Italian-funded project “Strengthening Reproductive Health and Rights for Palestinian Youth”, where YPEER wrote articles for the first mobile application on SRHR in Arabic “Mostashari”. YPEER is part of UNFPA’s program on youth-friendly health centers and outreach in universities.
  - Within an OCHA-funded project, YPEER joins mobile clinic teams to conduct SRHR/GBV community awareness sessions in marginalized communities and support mobile clinic staff to improve adolescent and youth-friendly health services.

#### 11. **Risk analysis**

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation measures</b>
Escalation in violence between Israel and Palestine	High, for a limited duration	High, for a short time	Contingency planning for all programming. In times of increased escalation, UNFPA may temporarily delay development programming, but is prepared to quickly restart
Widespread civil unrest within Palestine	Low	Medium	Contingency planning and is experienced in shifting to emergency operations and rapidly back when possible
Limited partner personnel to implement quality masculinity programming	Low	High	There are a number of high capacity partners for gender. UNFPA continuously works to increase capacity of partners
Lack of interest among the community to participate	Low	High	-Additional mechanisms to increase interest can be added if the risk materializes, such as shifting “entry point” topics such as business training, to increase interest - UNFPA uses innovative tools to deliver change while being culturally sensitive. The project uses innovative tools such as digital solutions
Resistance due to deeply rooted social norms	Medium	High	UNFPA has selected partners that have long standing experience and trust within communities