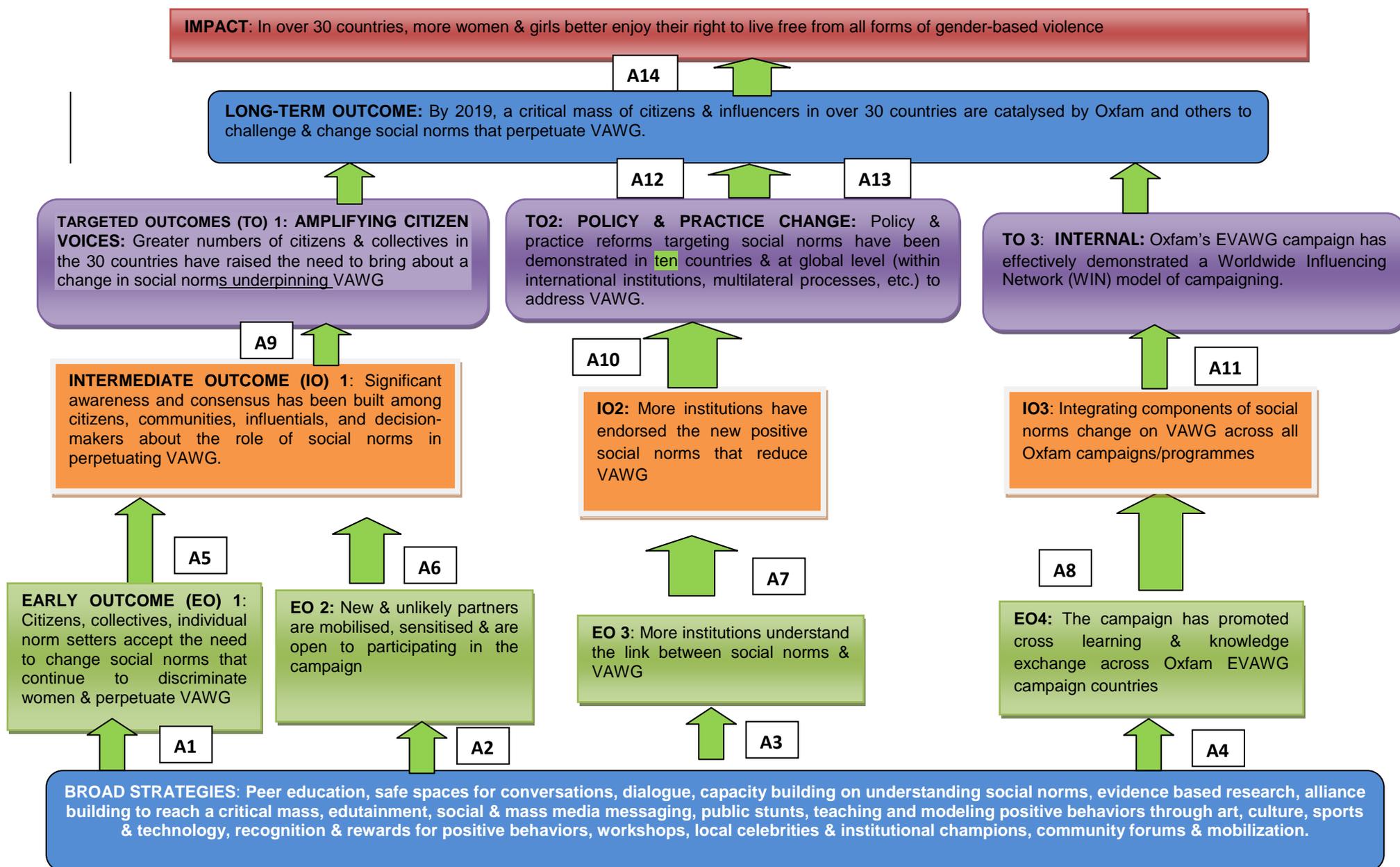


ANNEX 4 THEORY OF CHANGE DIAGRAM VAW Campaign



Assumptions and Mitigations:

<p>A1 Citizens, collectives and individual norm setters are willing to understand and challenge negative social norms underpinning VAWG</p>	<p>A2 WROs in the campaign countries are open to working with new and unexpected partners who may have limited understanding on women's rights issues, and have the capacity to influence the perspectives and messages of these new partners</p>	<p>A3 Institutions in countries are open to conversations regarding social norms and VAWG</p>
<p>A4 All EVAWG campaign countries are documenting, sharing and enabling spaces for cross-learning.</p>	<p>A5 Citizens, collectives and individual norm setters are willing to engage with the campaign on social norms underpinning VAWG.</p>	<p>A6 The alliance with new and unexpected voices in each campaign country would continue during the campaign period</p>
<p>A7 Institutions understand the broader implications of existing social norms that underpin VAWG on their work plans/programmes/policies</p>	<p>A8 There is cross learning and alignment between other Oxfam campaigns and programmes on what works to change social norms underpinning VAWG</p>	<p>A9 There are conducive spaces for citizens, collectives and individual norm setters to speak about the need for new positive social norms.</p>
<p>A10 Institutions demonstrate a readiness to change their workplans/programmes/policies integrating these new positive norms</p>	<p>A11 There is readiness from other Oxfam campaigns/programmes to integrate aspects of social norm change into existing annual plans and various capacity building programmes on gender aspects.</p>	<p>A12 Oxfam MEL systems are able to capture effectively the changes in all the 30+ countries</p>
<p>A13 The external audience has accepted the core message of campaign.</p>	<p>A14 All systems, policies, practices, institutions are ready to create safe spaces for women and girls</p>	

Indicators:

Objective 1: AMPLIFYING CITIZEN VOICES By 2019, greater numbers of citizens and collectives in the 30 countries are pushing for the need to bring about norm_change to combat violence against women and girls.	
Targeted outcome 1: Greater numbers of citizens and collectives in the 30 countries pushed for the need to bring about norm_change to combat violence against women and girls.	Indicators: <ul style="list-style-type: none">• No. of Women’s rights organizations and their alliances who are actively lobbying/advocating targeted actors and building the capacity of those actors to address social norms in their spheres of influence• More public debate and deliberation is happening about social norms that contribute to VAWG and positive alternatives to them, led by WROs and their alliances, youth groups and CSOs, and other key influential• No. of formal institutions (for example, educational institutions, civil society organisations, private sector, representatives of government agencies) are openly talking about the connections between negative social norms and VAWG
Intermediate outcome 1.1: Significant awareness and consensus among citizens, communities, influentials, and decision-makers about the role of social norms in perpetuating violence against women and girls.	Indicators: <ul style="list-style-type: none">• Number of young people, citizens, influentials, and decision makers in 30 countries<ul style="list-style-type: none">➢ aware of VAWG, the social norms that underpin violence, and the need to change them➢ Able to dispel some of the misconceptions about what social norms in their communities.• Number of women’s rights organizations with strengthened capacity to influence other organizations, lead the work of alliances, and campaign on social norms.• No. and types of organizations referring to OINs work on the issues of linkage on social norms and VAWG
Early Outcome 1.1.1: New & unlikely partners are mobilised, sensitised & are open to participating in the campaign	Indicators: <ul style="list-style-type: none">• No. of partners participating in campaign• Kind of organizations supporting campaign• No. of non-WROs are supporting campaign
Early Outcome 1.1.2: Citizens, collectives, individual norm setters accept the need to change social norms that continue to discriminate against women	Indicators: <ul style="list-style-type: none">• No. of citizens, collectives, individual norm setters accept the need to change social norms that continue to

& perpetuate VAWG	discriminate against women & perpetuate VAWG
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Objective 2: POLICY & PRACTICE CHANGE	
By 2019, a number of policy and practice reforms targeting social norms would be demonstrated in ten countries and at the global level (within international institutions, multilateral processes, etc.) to combat violence against women and girls.	
Targeted outcome 2: Policy and practice reforms targeting social norms demonstrated in ten countries and at the global level (within international institutions, multilateral processes, etc.) to combat violence against women and girls.	Indicators: <ul style="list-style-type: none"> No. of countries where Oxfam and its partners have influenced at least one formal institution to add specific work plans to their programs in order to make positive changes to the social norms that are currently reflected in their policies and practices. At the global level, Oxfam and allies would have influenced at least 1 global institution to incorporate a norm change and violence against women & girls framework into their operational plan
Intermediate outcome 2.1: More institutions endorse the new positive social norms that reduce VAWG	Indicators: <ul style="list-style-type: none"> No. of institutions endorse the new positive social norms that reduce VAWG Kind of institutions endorse the new positive social norms that reduce VAWG
Early Outcome 2.1.1: More institutions understand the link between social norms & VAWG	Indicators: <ul style="list-style-type: none"> No. of institutions understand the new positive social norms that reduce VAWG Kind of institutions understand the new positive social norms that reduce VAWG

Objective 3: INTERNAL	
By 2019, Oxfam's EVAWG campaign will have effectively demonstrated a Worldwide Influencing Network (WIN) model of campaigning.	
Targeted outcome 3: Oxfam's EVAWG campaign effectively demonstrated a Worldwide Influencing Network (WIN) model of campaigning.	Indicators: <ul style="list-style-type: none"> Campaign components are well grounded in national context No. of countries where Oxfam have achieved linkages with the other existing Oxfam campaigns.
Intermediate outcome 3.1: Integrating components of social norms change on VAWG across all programme	Indicators: <ul style="list-style-type: none"> % of budget allocated for components of social norms change on VAWG across all programmes
Early Outcome 3.1.1: The campaign has promoted cross learning & knowledge exchange across Oxfam EVAWG campaign countries	Indicators: <ul style="list-style-type: none"> No. of learning notes and models of campaigning on EVAWG shared across campaign countries

