



**EVALUATION OF
GAM3'S**

**GENDER
EQUALITY
MAKERS**

**PROJECT IN LEBANON
2012-2013**



*“We are doing something good for the kids;
we are creating a sensitive generation about gender equality,
to empower the girls and help boys and girls accept each other”*

Najwa Yasine, PlayMaker in GAM3 Lebanon

*“ ‘Girls don’t play Basketball. She is a girl. She is not allowed to.’ (red. the father said)
She told me how much she loved this game. I asked her to ask her father again, when he saw the
girls around – the Playmakers – the other gender actually playing, he agreed. She was really
happy. She touched my heart.”*

Monique Jacobs, PlayMaker in GAM3 Lebanon



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Summary of the GEM project

About GAM3

GAM3 (pronounced “game”) was founded in 2002. GAM3’s vision is to make urban sports and urban culture available to everyone in order to empower youth and prevent conflict and marginalization on a local and global level. GAM3 has headquarter in Copenhagen, Denmark and headquarter in Beirut, Lebanon. GAM3 in Lebanon was founded in 2007 and the activities in Lebanon are executed locally and directed by a volunteer governing body and one dedicated employee. The program is a fusion of different urban sports, in Lebanon the focus is on Basketball. GAM3 organizes community practices for kids in housing development projects in Denmark and Lebanon. Seeing how marginalized youth from ethnic minorities could be brought together and find common grounds around Basketball and dance, GAM3 turned to the idea of using sports as a vehicle for social change. Through the experiences from working with kids who hadn’t already found their way to organized sport clubs, an interest to increase the development aspects of the activities grew. A result of this work is an English and Arabic Basketball compendium that introduces three levels of empowerment (individual, social, and community) with a series of 13 corresponding Training Themes (leadership, trust etc.). The drills each target one or more of the Training Themes making it easy for the coach to build trust or creativity depending on the needs of the local context. GAM3 also have the concept of training trainers, to make the project sustainable. Some of the players, who have been in the project for a long time, get educated to be Playmakers, hereby they are empowered to run trainings and teach other kids about the life skills that they have learned. GAM3 in Lebanon has 4 zones, were the activities are executed and about 30 volunteers, who take an active part in the daily work in GAM3.

About the GEM project

The GEM (Gender Equality Makers) project has been running since august 2012 till November 2013 in Beirut, Lebanon. The project was a partnership between GAM3 in Denmark and GAM3 in Lebanon and KAFA, and the project was funded by KVINFO.

The overall objective

The overall objective was to strengthen the equality in the Lebanese society through:

- Improving gender equality and decrease gender based violence
- Creating a gender sensitive culture
- Creating equal access to sports

Specific goals

- A total of 200 former GAM3 players and PE teachers participate in the project and receive training in gender equality.
- A total of 5.000 youths are reached through the street sports practices and tournaments.
- 10 news clips with an advocacy focus are printed/broadcasted towards the broader public.



The focus has been to bring gender equality to a target group, which isn't traditionally exposed to the cause. The project has focused on using sport as a tool to provide norms, values, attitudes, knowledge about gender equality among women and girls in some of Beirut's disadvantaged communities. This has been aimed by 5 different activities: A Playmaker equality seminar; a equality workshop for the PE (Physical Education) teachers; capacity building workshop for GAM3 in Lebanon; advocacy and of course by the street sport activities. The conviction behind the project is that preventing stereotyping in gender at an early age is very important to create equality in any society. Access to sport and physical education is a fundamental right for all, and sport can contribute to provide gender equality. By involving the media in the activities the advocacy focus has also been a big part of getting the message through to the broader public.

The majority of the street activities have been located on a street level, with high visibility for people passing by. The participating girls have therefore shown spectators and people who has passed by that girls have the ability to play sports on equal footing with boys. Hereby the project has worked with empowerment on a community level. But the project has also dealt with empowerment and gender equality on two other levels – the individual and the social level.

On the individual level the focus has been on developing the individual child's confidence, physical awareness, and to change their view on the other gender, to become more sensitive.

On the social level the empowerment has been about how you behave towards others, how you work as a team, developing fair play attitudes and trust between boys and girls, as well as creating friendship and respect cross gender.

On the community level empowerment has been achieved by challenging the view on girls and women's appearance in the public sphere. The program however has also worked with reconciliation and conflict prevention amongst different ethnic and religious groups. This has been achieved during the activities by stimulating curiosity and reflection of "the other".

The project has been carried out as planned, but it was challenged by a strike among the PE teachers, so that the seminar had to be postponed. Further small changes will be described in to dept in the sections about each activity.



The Methodology

The evaluation has been carried out by GAM3 Lebanon with support from GAM3 Denmark and KAFA. The main purpose with the evaluation is to assess to which degree the objectives and success criteria as described in the project application have been reached, and to find out to what extent the basketball activities are a useful tool for promoting gender equality. The evaluation draws on quantitative and qualitative data.

Quantitative

- Records of the players' attendance from the street activities
- Records of the PE teachers who participated in the workshop
- Questionnaires from 12 PlayMakers
- Questionnaires from 60 players
- Questionnaire from 45 PE teachers

Qualitative

- Interviews with Playmakers using the Most Significant Change (MSC) method
- Interviews with coaches using the Most Significant Change (MSC) method
- Semi-structured interview with Ibrahim Hourani, Chairman of GAM3 Lebanon
- Published articles in newspapers, magazines and on internet-pages
- Videos used for advocacy
- Documents from the capacity workshop

The combination of different methods will make a valid evaluation of the projects objectives. The records of attendance will show if the required amount of players and PE teachers has shown up, and if the percentage rate of girls/women has been reached. The questionnaire surveys will tell if the players and Playmakers have changed their view on gender, and if the gender sensitive culture has been created successfully.

Document analysis of different articles in newspapers, magazines and webpages will show how the advocacy was carried out. Documents from the capacity workshops will show the results of this activity. MSC will show if the Playmakers and coaches, who is the primary target group, have experienced that the most significant change they've seen during the GEM project is on gender. By giving them different options to choose from, it will be shown whether they think that strengthening gender equality has been the main development point of the project. Also a semi-structured interview has been carried out with Ibrahim Hourani chairman of GAM3 Lebanon, to explore details on when and where the activities were held, which additional benefits has there been from the project, which challenges has the project faced etc.

Using the above described bricolage of questionnaires, document analysis, MSC and semi-structured interview is perceived to be a way of validating the findings as it will be a reflected collage of different views of the GEM project.



The target groups

The primary target group

The primary target group has been the volunteers and coaches in GAM3 and PE teachers from different schools in Beirut, females and males above 18 years, living in Lebanon. The volunteers have been trained to become Playmakers, so that they know how to run the trainings, and how to incorporate gender equality into these training sessions. The same is in force for the PE teachers who have gained tools to use in their teaching, to promote gender equality. GAM3 has reached a number of 120 and the target was to reach 200.

The secondary target group

The secondary target group has been the youth aged 10-16, who has participated in the sport activities. The coaches, Playmakers and PE teachers have used their gained knowledge about gender equality on them, when they have joined the street sport activities in which gender equality is elaborated. The target was to reach more than 5.000 people, and GAM3 has reached more than 10.000.

Another secondary target group has been the Lebanese people. The aim was to give the Lebanese people a more open-minded view on girls and women participating in sports. By having women and girls participating in GAM3's street sports activities and due to advocacy, an image of the girls and women in the public sphere as strong and able was created.



Assessment of the activities

In the following section each of the activities will be evaluated, and compared to the objectives and success criteria, which was set for each activity. The activities are ranged in the way they were carried out. Starting with the Playmaker Equality Seminar, Capacity Workshop, street activities, PE teachers Equality Seminar and then advocacy, which has been running parallel to the other activities for the whole period. Each section will start by presenting the aim of the activities.

PlayMaker equality seminar

The aim was to:

'get 50 motivated former players and other interested supporters of GAM3's activities to participate, with minimum 40% distribution for each of the two genders.'

And 'that the seminar would make both the female and male participants aware of the dynamics between the genders through their completion of the PlayMaker seminar and their experience from applying their new knowledge in a live sport setting.'

The Playmakers equality seminar was held the 27th of January 2013 at Frere Gemayzeh School in Beirut. There were 51 Playmakers participating in the Playmaker equality Seminar, 30 of those were players from GAM3, others were friends of them, boy scouts etc. 55% of the participants were girls. In that regard the goal for gender distribution was reached. The idea of including Makasid and YWCA in the recruitment for Playmakers was not needed, because a high number of GAM3 players volunteered by themselves.

The seminar consisted of:

- An introduction with icebreakers and a discussion of the expectations.
- Introduction to the GAM3 compendium.
- Drills in warm-up, building capacity and variations after the players' levels.
- Discussion with a female national player about how it is to be a woman and have success.
- Gender equality games with KAFA.
- Practice planning.
- Evaluation and handout of certificates.



After having applied their new gained knowledge in the street activities 12 Playmakers 3 male and 9 females filled out a questionnaires incl. the MSC in October 2013. The answers show that they have become more aware of the gender aspect.

Change in view on the opposite gender



In the question about how much the Playmakers have changed their view on the other gender from 1-10, no one writes below 5, except one who writes *“I didn’t change cause from the beginning I respected the other gender and I’m against violence against them”*. This means that the GEM project has had a positive impact on changing the Playmakers’ view on the other gender with an average number on 7,2.

Gender sensitive culture

The overall objective for GEM is to improve gender equality and create a gender sensitive culture. When the Playmakers were asked how much girls should be a part of sports activities the result was an average of 9,8, with 10 as the highest answer. That shows equality in the view on access to sports.

When the Playmakers were asked about, what they think about mixing gender equality with GAM3’s sports concept, they answered:

“It’s something great, it’s exactly what we need in our zone and society”

“Most of the persons say that sports are only for boys and mixing gender equality concept with GAM3 can surely help changing that point of view”

“It is an amazing concept which leads to a more open-minded society that will allow women to participate in events and sports that are usually not open for them”

When the Playmakers were asked what they think about coaching players of the opposite gender, no one answered that it was a problem. On the contrary the answers were very positive. One of them answered that he/she changed his/her view: *“First I had problems with coaching a different gender. Now it’s like coaching the same gender.”* This shows that the GEM process has impacted this person positively, because the person has defeated his/her problem and changed his/her view.

On the question about if it’s a good idea to have mixed practices, the Playmakers answers were also positive:

“Yes, since both genders learn how to communicate and react with one another. Both genders learn how to work with each other without causing problems and discrimination between the two genders”

“Yes, because coaching boys different from girls is a bad idea, and mixed practices make us brothers and sisters”

“Yes, so players could know that there’s no difference between the genders, they can also benefit from each others skills. They can also get to live, work, practice, learn from each other.”

The aim to create a gender sensitive culture among the Playmakers seems to be partly successful, even though the expressed view that there are no differences between the genders is a bit misunderstood, as physical differences do exist.

Decrease gender based violence

Another overall objective was to decrease gender based violence. This is difficult to measure, but when the Playmakers were asked about they have changed their point of view on violence against



girls/women, most said that they were against violence committed to girls/women, but that they had been that before they joined GEM. This focus could be irrelevant for this target group, because as PlayMakers they've chosen to participate in a project bringing gender together, so their aim in the first place was to create gender equality and focus on this subject. Or maybe its just taboo to say, even in an anonymous questionnaire, that you are pro violence against girls/women. Even though some said that being a part of GEM had given their arguments on the subject more strength, and therefore the focus on decreasing gender based violence have had an impact because the Playmakers now are better at communicating their arguments against gender based violence.

Summary

51 youths have been educated to be PlayMakers, 30 of them was already players in GAM3. 55 % was females. Hereby the two goals of reaching at least 50 PlayMakers and to attract min. 40 % of both genders were successfully achieved. Furthermore the PlayMakers seminar promoted successfully a more gender sensitive culture as evidenced by the quotes.



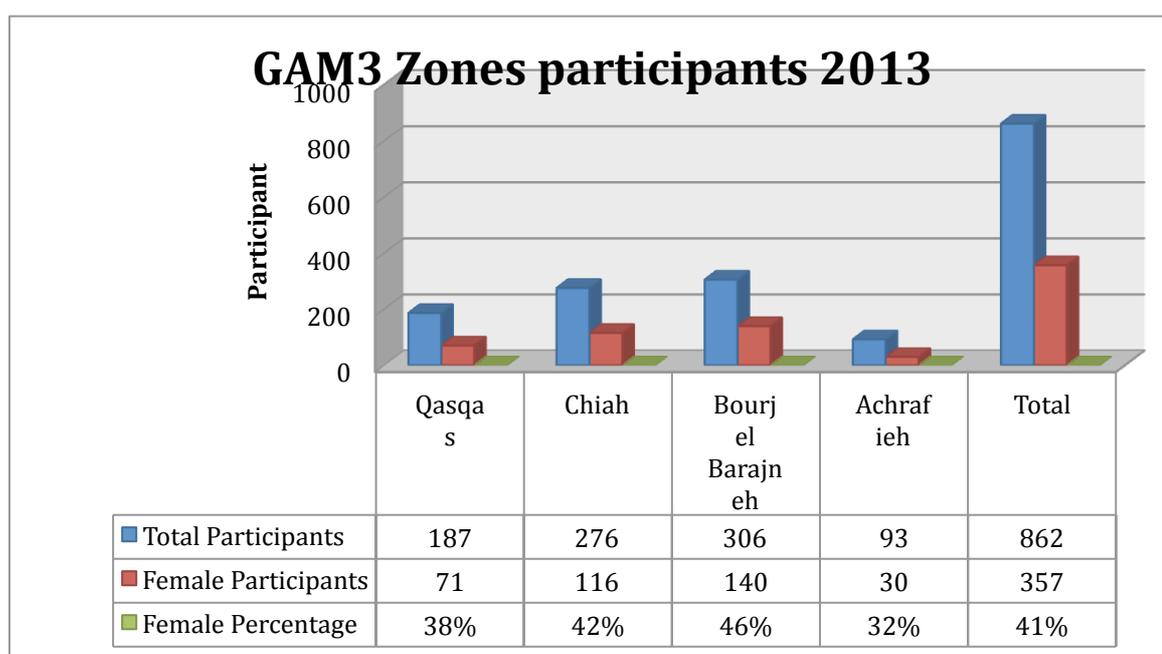
Street sports activities

The aim was that: 'A total of 5.000 youths are reached through the street sports practices and tournaments.'

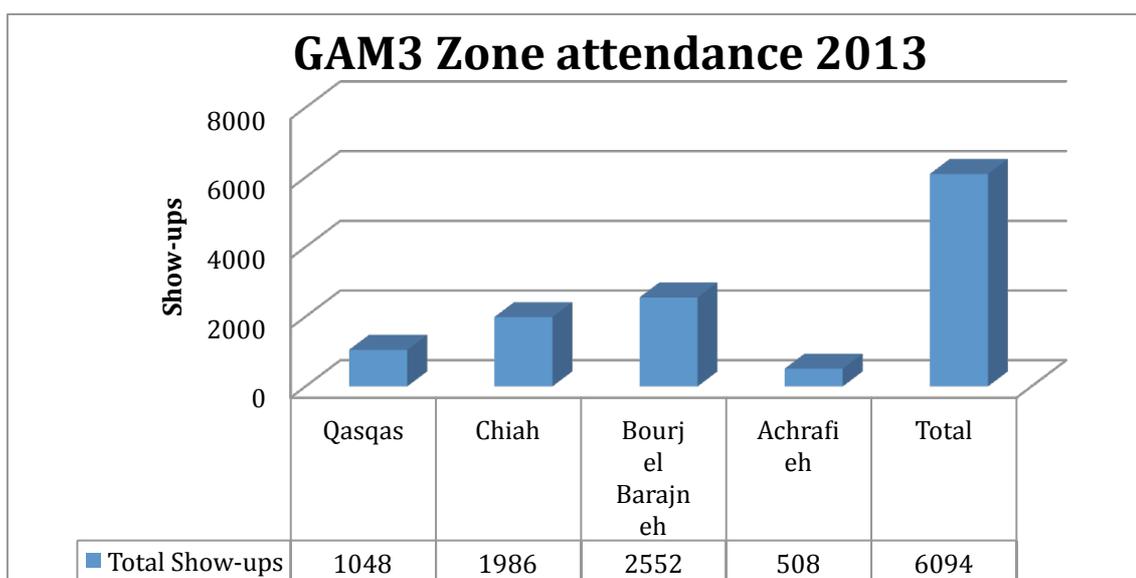
The street sport activities have been running in 4 zones: Bourj el Barajne, QasQas, Chiyah and Achrafieh. The players, who participate in the zones, are the secondary target group in the GEM project and the primary target groups the PlayMakers and coaches have been responsible for holding the practices.

Zones Practices

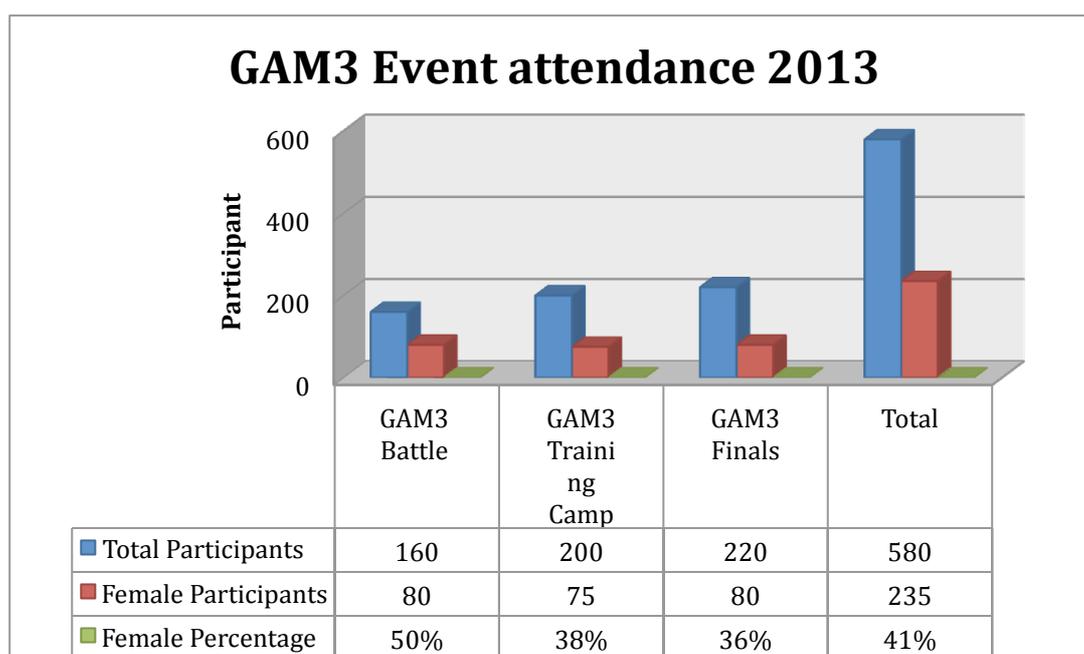
Thirty four weeks of practice in four different GAM3 Zones (Qasqas, Chiah, Bourj el Barajne and Achrafieh) resulted in the following attendance:



The percentage of Female participants in GAM3 Zones Practices was 41 %.



Total attendance for GAM3 Zones was 6.094.



PE teachers' activities

There were 57 PE teachers attending the PE teacher's workshop and each of them is teaching about 300 kids, that means that around 17.100 kids has been reached by the gender equality focus. The PE teachers were asked in questionnaires how many kids they teach. Not all the teachers replied, but by adding the numbers together by those who replied, the sum was 9.999 kids. Therefore at least 9.999 kids has been influenced by the gender equality aspects when participating in Physical Education in their schools, when PE teachers make use of their new insights in their teaching.



The overall objectives

The impact on the secondary target group – the youths participating in the street sports activities – was examined by passing out questionnaires to 60 players in a tournament - 30 girls and 30 boys. 56 replied.

Improving gender equality

In the beginning of the project in June 2013, 38 players answered questionnaires on whether it was okay having mixed gender practices. 11 of the girls answered 'yes', while 12 answered 'no' or had difficulties answering the question. 7 of the boys said 'yes', while 8 said 'no' or had difficulties answering the question. In total 47 % said yes and 53 % said no, thereby it was the greater part who said no to having mixed practices of reasons like: *"boys are stronger than girls", "it's unfair", "it's better to play only girls, since boys control the ball and never let the girls play", "playing with boys are better, because girls are week"* etc.

In the questionnaires from the end of the project, the answers had changed. Only 2 of the 28 girls who answered the questionnaire said that it isn't a good idea to have mixed practices, while 5 out of 28 boys said it isn't a good idea. This is an increase to 87 % saying 'yes' to mixed practices, while only 12,5 % says 'no'.

The mixed practices can be an indicator of gender equality, because if you respect the other gender for their skills and behaviors, you would want to play with them, but if you don't – you won't. The increase in acceptance of mixed practices also shows that by participating in the mixed practices for a longer period, the players have become more gender sensitive and learned how to interact with the other gender.

The reasons for answering 'no' are similar to the above stated, except for a 14 years old boy who said that he loses his concentration while playing with girls. The reasons for answering 'yes' are many: *"It will create equality between them", "It's normal", "Boys and girls make a great team", "why not? Boys and girls are equally treated", "This will make the discrimination fade away"* etc. This shows that the players have learned a lot about gender equality and at the same time changed their view on the other gender, so that having mixed practices is no longer seen as something unusual.

Creating a gender sensitive culture

The aim to create a gender sensitive culture is partly seen in the acceptance of mixed practices but the players were also asked how much they respect each gender on a scale from 1-10. The girls' answers on respect for boys were 9 on average and for girls 9,8 on average. The boys' answers were 9,9 for boys on average and 9 for girls on average. This shows that there now is an equally high respect for each other – 9. The average number of how much they respect their own gender compared to the other is higher, but with less than 10 percentage points. This can be an indicator for a gender sensitive culture, with kids in the age of 10 to 16 it is challenging to get a complete equal number because of their age, in that way the aim has succeeded to create a gender sensitive culture in the street activities because the margin isn't bigger. It wasn't possible to measure the decrease in gender-based violence among the kids.



Create equal access to sport

To control the equal access to the street activities, a colour system was used on the applications. An equal amount of red and green applications were used to get an equal number of boys and girls to participate in the activities in the zones, which turned out to work very well, because the teachers who were handing out the applications couldn't hand them out to the boys, which could have been a risk if there were only one type of application scheme.

Another way to create equal access to sport was to have female PlayMakers and female coaches, as male instructors is sometimes seen as a barrier to access. The players were questioned, if they preferred a female or male coach. Here 12 of the girls answered that they would like to have a female coach; even though 11 answers that they didn't care, it shows that it matters for half of the girls to have a female coach. Female instructors is therefore a way to create equal access for girls. Also 11 of the boys prefer to be trained by male coaches. It is therefore important, to have mixed coaches, to create equal access to sport for both genders.

Summary

The overall objective to improve gender equality was achieved. This is evidenced by the 40 % point increase of participants saying yes to mixed practices. Compared with comments about mixed practices being normal and that mixed practices creates equality, shows an increase in the gender equality. The improved respect between the genders, that the project has achieved, shows the successful creation of a gender sensitive culture. It was however not possible to determine whether the sentiment towards gender based violence was changed. In creating equal access to sport it has been useful to use different colored applications and starring female coaches to help reduce the barriers for female participation.



Capacity building workshop

The aim was to:

'increase capacity of GAM3 Lebanon resulting in higher effectiveness in various projects – including the Gender Equality Makers project. And 'produce a long-term strategy, which should make GAM3 Lebanon more financial sustainable and increase the capacity to monitor and evaluate performance.'

The capacity building workshop was held the 18. -19. of February 2013 in Beirut. 14 people were attending the workshop. It was a mixture of board members, coaches, PlayMakers from Lebanon and staff from Denmark. The aim was to get at least 30% of the participants to be females, and it succeeded: 35 % of the participants were women. The workshop was facilitated by Simon Prahm co-founder and managing director of GAM3 Denmark.

Topics which was discussed at the capacity building workshop, were:

- Which results will GAM3 hold one another accountable for?
- How will GAM3 achieve them?
- What will it cost and how can they be funded?
- How to build the organization, which is needed to deliver results?

In this way GAM3 as an organization gained a common understanding of the organizational strategies and goals that the organization is working for and how to involve gender equality in these. Different tools were presented to GAM3 Lebanon ex. CRM (cause-related-marketing), LFA (Logical Framework Approach) and MSC (Most Significant Change) as a way to evaluate upon projects. The workshop also contained the tool 'Strategy Matrix Template', which was used making a strategy for how to gain an indoor place for the street activities, how to make GAM3 Lebanon financially more sustainable and how to add new activities such as street soccer, street dance and more events.

The strategy 'Five bold steps'

A method called the 'five bold steps' was used to make strategies for how to achieve goals step by step, and at the same time consider which challenges and support are linked to it.

Using the method five bold steps on the most ambitious strategy - the indoor place for the street activities - the product that came out was this:

1. Step: find an old unused indoor space in Beirut
2. Step: convince the municipality of Beirut to donate the space.
3. Step: fundraise 200.000 dollars to renovate and build the place.
4. Step: create a human resource system in order to build and manage the place.
5. Step: create membership system to have a future sustainability.

The Challenges identified were:

- Competition with other clubs
- Lack of human resources inside GAM3
- Lack of sponsors
- Lack of local support



-
- World financial crisis
 - Political situation
 - Beirut Municipality may not be interested

The support is:

- Connections with many NGO's
- Creative team
- Solid partnership with GAM3 Denmark
- Contacts with funders
- History of GAM3 Lebanon
- Municipality of Beirut support

This gives GAM3 Lebanon clear tasks to work towards their goal, but also to know which considerations to keep in mind. The idea behind the indoor place is also to make GAM3 Lebanon sustainable, because it would be possible to rent out the place and take a small fee from the members, so that it would fund GAM3 Lebanon in the future.

Follow-up

As a follow-up to the capacity building Mostapha Salloum project manager in GAM3 Lebanon and Ibrahim Hourani Chairman of GAM3 Lebanon went to Denmark in August 2013. They were involved in organizing and coordinating the big event GAM3 Finals and collaborated with FIBA in carrying out the event. Ibrahim Hourani went to meetings with donors regarding future funding and talked about possibilities for establishing new activities. Salloum and Hourani had meetings with Simon Prahm (Director and founder of GAM3 Denmark) to elaborate new activities, follow up on the strategies made in the capacity building and to share experiences in the daily work with GAM3 and learn from each other.

It was decided on the capacity building workshop in February that an intern was needed to apply for funds and assist in the daily work in GAM3 office in Lebanon. The intern was therefore part of the meetings to prepare for the fundraising part and get to know the work in GAM3. In September - December the intern assisted in the office in Lebanon.

Summary

GAM3 has increased their capacity by learning new strategy tools. GAM3 staff has discussed and reflected on the future strategies for GAM3 and included the new strategic tools in order to create a higher effectiveness in the organization. Due to the five-bold-steps strategy and other methods GAM3 has produced a strategy for making GAM3 more financial sustainable in the future. GAM3 staff went to Denmark and learned how GAM3 Finals is held in Denmark, had meetings and found an intern, which all expanded the capacity of GAM3 Lebanon.



PE Teachers equality workshop

The aim was:

'150 physical education teachers will participate in this activity with minimum 40 % distribution for each of the two genders'

and 'become more aware of gender aspects as well as gained new tools for their daily teaching activities'.

The PE Teachers equality workshop was held the 16th of November 2013 at a school in Achrafieh.

GAM3 contacted 500 PE teachers beforehand the workshop by calling, text messages, online applications etc. The attendance of the workshop was 57 PE teachers. The aim to get 150 was therefore not reached, but the aim of getting 150 was put, because GAM3 thought that each teacher reached 50 kids, but it turned out, that each teacher reach about 300 kids. In that way, the objective to reach a certain number of kids was reached by reaching more than 9.999 kids from both genders due to the workshop.

The day started at 1:00 o'clock with a welcoming and introduction to the day, after that Ibrahim Hourani was talking about GAM3 and how GAM3 has worked on Gender Equality during the GEM project. Then the teachers were divided into groups and had to go to different stations. The first was about warm up drills and focusing on empowerment on an individual level, then a station about gender equality and in the end a station about empowerment on a social and community level.

The station about gender equality was led by KAFA and led to some very spirited discussions about separating the kids in physical education; problems about gathering the genders in same practices and separating them; discrimination on girls etc.

After that professor Bashir Abed el Khalek from the Lebanese University was taking about physical education in schools and the problems they are facing. Then the female Basketball player Emma Al'bert who is captain of the national team, was taking about the difference between teaching and coaching. In the end the PE teachers received certificates and each of them got the GAM3 compendium and answered questionnaires. The day ended at 6 o'clock but many of the teachers were eager to continue the work about gender equality and wanted to form a committee working on spreading gender equality to physical education in schools all over Lebanon and continue working with GAM3.

More aware of gender aspects

In the questionnaire the teachers were asked about they had changed their view on gender due to the workshop 22 replies yes. One of the teachers said that *"I now see the kids as athletes and not as gender"*, another on says *"Both boys and girls are equal and have the same potential. But we need to help them discover their potentials in the right ways."* Another one says *"I now got the idea - and respect for – how to incorporate gender equality in sport classes"*.

This shows a progressive development in the ways of thinking about gender and that the teachers will start incorporating it in their sports classes. Even though 21 say that they haven't changed their view, most of the teachers explain it by having always believed in gender equality.



Tools for teaching activities

In the questionnaire the teachers were also asked about if they would use the tools that they had gained from the workshop in their classes, here 43 answered yes and 1 answered no. When asked 'why' most teachers answered that it is useful, but also the fact, that it is something new and progressive, is appealing to a lot of the teachers. They answered that the new drills they had learned makes it easier to incorporate gender equality in the teaching.

Summary

The aim of reaching 150 teachers wasn't reached; even though GAM3 contacted 500 PE teachers, which shows the topic gender equality is difficult to get through with to some Lebanese teachers. Though the goal was only put, to reach a certain number of kids, which turned out to be much higher than expected, even due to a lower number of teachers. Due to the workshop 9.999 kids will possibly be reached; because all teachers (except one) said that they want to use the skills they had gotten on gender equality from the workshop in their classes. Only half of the PE teachers said that they changed their view on gender, but the ones who didn't, was because they were pro gender equality before.



Articles in newspapers, magazines and websites

There has been written several articles about GAM3 and Gender Equality Makers in different newspapers as ex Al-Akhbar, Assafir and Albalad. Time out Beirut Magazine is the "it"-magazine about Beirut they write about what to do, where to go, what to eat etc. In July there was an interview with Chairman Ibrahim Hourani in which he talked about GAM3 and Gender Equality Makers. He accentuated that it is important to involve young girls in sport activities to A) prevent stereotyping girls, and B) that it is important for the girls to stay healthy by doing sports.

Also Lebanese websites and sport sections of newspapers have published articles about Gender Equality Makers, which deals with sports on a high level and are well known as providing new and reliable sport news. The names are: SportsKello, Elnashra Sports, Sports Leb and Malaeab.

Elnashra Sports for example has published the following about GEM:

- The 21st of January Elnashra Sports wrote an article about the media-dinner GAM3 held about Gender Equality Makers. The article stated the objectives of the project and underlined the importance of girls participating in sports.
- The 17th of April 2013 when the zones was about to begin Elnashra Sports, wrote an article about it, and showed the poster made by GAM3 Lebanon where both a boy and a girl plays Basketball, telling when and where the trainings would be.
- The 18th of April 2013 Elnashra Sports posted the video about the PlayMaker equality seminar on their website, in which both boys and girls plays Basketball, with a short description about it on the side.
- The 2nd of July 2013 an article about one of the tournaments 'GAM3 Battle' was published, which also comments on the aim to increase gender equality.
- The 6th of October Elnashra Sports wrote an article about the event Jihane Sheheme training camp, saying that it is important to increase the knowledge about gender equality and explaining how KAFA uses games to increase this knowledge among the players in GAM3 during the training camp.

The screenshot shows the website for Elnashra Sports, titled "الإلكترونية الرياضية" (Electronic Sports). The main article is titled "جمعية GAM3 تفتتح التدريبات المجانية الاسبوعية" (GAM3 Association opens weekly free training sessions). The article text is as follows:

الأربعاء، 17 نيسان 2013، آخر تحديث 12:10

للسنة السادسة على التوالي وضمن موسم / 2013 / وبالاشتراك مع جمعية كفي تفتتح جمعية GAM3 التدريبات المجانية الاسبوعية تحت إشراف المدربين و المتطوعين الموهوبين ، لإعطاء الفرصة الى الناشئين والنيات للتعلم والتدريب وخصوصاً في المناطق الشعبية والفقرية ، وإقامة صداقات جديدة بالإضافة الى تنمية الحس بالإنجاز والثقة بالنفس وكل ذلك بحو من عدم التمييز لاسيما بين (الجنسين ، المناطق ، الاديان ،الجنسيات ...) اعتباراً من 13 نيسان وحتى 31 آب ، وذلك في اربع مناطق من بيروت وضواحيها وهي كالتالي :

الاشرفية / كورنيش النهر - جسر الغبان ملاعب بلدية بيروت / كل سبت من الساعة 4.00 - 6.30 /

النيشاب / شارع عبدالكريم الخليل / ملعب مدرسة الصغيري الثانية للبنات / كل جمعة من الساعة 4.00 - 6.30 .

قصص / ملاعب بلدية بيروت / كل سبت من الساعة 4.00 - 6.30

برج البراجنة / ملاعب مدرسة TMS / كل جمعة من الساعة 4.00

The article also includes an image of a basketball player and a "REGISTER & WIN A MINI IPAD" banner from elsawt.com.



Videos published on social media

10 videos have been professionally made and posted on social media. GAM3 Lebanon has a fan-page and a closed group on Facebook. The fan-page has 470 likes and the group has 1.034 members. Videos and pictures are posted here and the players, Playmakers and coaches also contribute to the dialog. Some videos were also posted on GAM3 Denmark's Facebook page, which has 5.416 likes. Movies have also been posted on YouTube incl. a video about the PlayMaker equality seminar 2013 which has been viewed 427 times so far.

Flyers and posters

Flyers and posters have been made to promote the word about GAM3 and Gender Equality Makers project. Flyers have been used to recruit PlayMakers. Posters about when the zones start have been made. The flyers and posters had been distributed across the city of Beirut.

Summary

The advocacy focus has successfully reached the goal of getting 10 news clips broadcasted toward the broader public. The goal of reaching 500.000 people in the broader public has also been achieved because of the different channels used in advocacy. GAM3 has appeared in TV, Radio, on social media and in various articles in well-known newspapers and weppages. The new clips have focused on the GEM project and the importance of girls' participation in sport. The radio program in Sharika wa Laken was reaching a lot of mothers and affecting their thoughts on girls' participation in sport, also the TV program Helwe el Hayat reached a broad group and showing film clips of girls and boys playing together. The many photos broadcasted in media, poster, flyers, social media showing girls participating in Basketball and playing with boys have been of high influence for the spectators.



Challenges and adjustment

PE teachers' strike

Due to a strike among the PE teachers during spring 2013, because of low salaries, the PE Teachers Equality Seminar was postponed. The delay meant that the kids who was influenced by the PE Teachers hadn't the possibility to be a part of the street sport activities for as long time, as they would have had, if the seminar took place as planned. But besides that, there weren't any differences from the original plan. The kids still have the chance to be a part of the street sport activities in the New Year and be members of GAM3.

Exam periods

The Capacity Building was held in an exam period. The amount of people who attended was similar with the original expectations. But it was decided to expand the amount of invited participants before the event, to include more PlayMakers. Some of those couldn't make it, because they had exams. In the future when having events and workshops it will be checked, that they are not arranged in an exam period, when including the PlayMakers.

Need for more employees

Ibrahim Hourani Chariman of GAM3 has been the only employee in GAM3 in 2012-2013. The working load has been too much for just one person. Of course the volunteers (board and PlayMakers especially) have done much work, but the amount of administrative work, planning and carrying out events etc. is too much for one person. It would therefore be a good idea to have a student engaged as a part-timer or one or two interns each semester, helping with funding, evaluation, planning, coordination of volunteers etc.

30% females on the board

It was written in the application as a success criterion, that in October 2013 the board would consist of 30 % females. That haven't been reached yet, but the process has started, so that some of the female Playmakers are involved in the planning of GAM3 activities and attend some of the board meetings, so that they can get familiar with the work in the board and be chosen at the next general assembly in February 2014. It would be an advantage not only to have more females in the board, but also some of the younger members of GAM3.



Benefits, which wasn't part of the objectives

In this section benefits, which wasn't originally a part of the project description will be elaborated. Some of these benefits were found due to the Most Significant Change method, which helps explore advantages and disadvantages, which wasn't considered in the process. The PlayMakers has been mostly affected to these benefits.

Capacity building for PlayMakers

In April 2013, KAFA held a workshop, where people from different Arabic countries were gathered to learn more about gender equality, organisations, and how KAFA works. The theme of the workshop was 'Gender Discrimination in sports'. KAFA had invited GAM3 to do a presentation on how gender equality is incorporated into GAM3's activities. It was the PlayMakers who was responsible for preparing and holding the presentation, in that way the PlayMakers were trained in having presentations, but they also learned about gender equality from the other participants from the workshop. It was therefore an activity, which was in the intersection between the capacity building and the PlayMaker equality Seminar, which they benefitted from. And which spread the knowledge on how GAM3 is working with gender equality.

Humanitarian events

During Ramadan in July 2013 the Playmakers volunteered in an Iftar event, where they helped another organization 'Grassroots Lebanon' by serving food for people, from disadvantaged areas, which lack economical resources. The PlayMakers have also volunteered in Flash-Mob event held by Urban arts organization on the occasion of 50th anniversary of Martin Luther King speech "I have a dream" Beirut joined the world in celebrating by presenting a Flash Mob on the Corniche - Ain Mraisseh in Beirut. The PlayMakers has done humanitarian work which have had a positive effect on the community because of 1) the work that they have done 2) the work has spread the word about GAM3 and thereby have introduced the offer about free Basketball training to more kids, and to the mothers who has a high influence on their daughters' lives.

To thank the PlayMakers for their help during Iftar Grassroots Lebanon invited them for a teambuilding day. The teambuilding found place the 13th of October 2013, 20 Playmakers participated, in the adventure place 'knots and ropes' where the Playmakers had to solve different tasks in groups working together and supporting each other. In that way the volunteers strengthen their friendship, trust in each other and the team, which is also a part of making GAM3 Lebanon sustainable.

Renovation projects

GAM3 has also taking part in renovating some of the places they have used as zones. The public school in Chiah, in which GAM3 is using the Basketball courts. There are 600 kids in the school, whom has gained advantage from the renovation. The school has different sport departments who are using the courts. GAM3 has 250+ kids who are coming to the weekly practices, plus two other Basketball teams and a wheelchair team are using the courts as well and have gained from the improvements.

In QasQas where GAM3 has a zone as well, GAM3 renovated the Basketball baskets and in Achrafieh were there also is a GAM3 zone was the Basketball standard renovated. In that way GAM3 has also contributed to physical improvements of the places they have been involved with.



Network all over Lebanon

The PE teachers' workshops created a network spreading to all over Lebanon. The PE teachers who participated in the workshop, were all interested in continuing the work on gender equality, and therefore there will be formed a committee of PE teachers and GAM3 members. The PE teachers filled in a form with all their contact information, which can be used in future projects when GAM3 is expanding to new areas.

Parents have been influenced

The Most Significant Change interviews have shown that there has been observed a change with the participants' parents. The parents to some of kids have changed their view on girls being a part of sports activities. Monique Jacobs tells about a case, from the zone in QasQas, where a girl wasn't allowed to play, but her brothers were. Mona writes:

"Girls don't play Basketball. She is a girl. She is not allowed to. She told me how much she loved this game. I asked her to ask her father again when he saw the girls around – the Playmakers – the other gender actually playing, he agreed. She was really happy. She touched my heart."

This shows a parent who has changed his view in girls' access to sport, due to the impression of other girls playing Basketball, the father in this case lets his daughter play with her brothers. It also shows that the PlayMaker fulfils her aim to pursue the gender equality. Zeina Harb another Playmaker from the zone in Bourj el Barajne tells about some parents who were impressed to see how GAM3 works with gender equality.

"Once those parents joined GAM3, they began calling each other in order to raise the number of females and girls in our club. That changed the view in many places - and their thoughts especially. They developed a lot in a progressive way (when joining GAM3)"

Here is a direct impact on the parents. The secondary target group of the GEM project is the communities to get a more open-minded view on girls participating in sports, when seeing the girls playing in the streets. But here is a direct impact, when parents see girls playing and at the same time gets pressured by their kids to allow the girls to go play Basketball, which is a positive impact there wasn't planned for.

Personal development

Personal development is also accentuated as an important change, which has happened during the project. 58 % of the Playmakers say that they have seen a significant change in 'personal development'.

One of the Playmakers Elie Hadchiti says: *"In the case of skills, I've changed like 360 degrees into a strict and sensitive person in the same time. I've changed to the good teacher and improved my skills by teaching each week – groups or individuals. "*

Here it is seen that not only have the PlayMakers developed their knowledge and actions toward a more gender equal way of acting, they have also developed skills in teaching and organizing. There has been a personal development in people who joined the projects character, as Hayfaa Harb another PlayMaker notices:

"Well many things have changed during the training sessions. Among these changes is that some Playmakers learned how to respect themselves and others (...) they learned how to work as a team, organize and most of all how to treat each other"



But a lot of the Playmakers also mention that their Basketball skills and the players's Basketball skills have improved. Farah Al Salman another PlayMaker says: *"During this project I saw how girls who are even shy at the beginning have socialized and shown their skills later on with time. I saw how easy it is to unleash their inner talented abilities."*

The aim of the GEM project was to focus on gender equality and get girls and women to participate in sports, and change the general opinion on this in the society but it hasn't been the aim to develop personalities among the participants and develop skills in Basketball, but of course it did and that is another benefit from the project.



Conclusion

In the following section the conclusions made from GEM project will be described. First the conclusions of the specific goals will be handled, and then the overall objectives and lastly what GAM3 has learned from the project.

Specific goals

The aim of having *a total number of 200 former GAM3 players and PE teachers participate in the project and receive training in gender equality* didn't fully succeed. 51 Playmakers participated in the project, 57 PE teachers and 12 GAM3 coaches, which make a total of 120 participants, who received training in gender equality.

150 of the projected 200 candidates were expected to be PE teachers with contact to an average of 50 kids. It turned out however, that each teacher reaches about 300 kids and with 57 PE teachers the number was around 17.100. In that way the aim of reaching *5.000 youth through the street sports practices and tournaments* was reached through 862 kids in the street activities, 580 kids in the tournaments and at least 9.999 through the PE teachers' sports activities.

The aim of having *10 news clips with an advocacy focus are printed/broadcasted towards the broader public* was reached as a total of 22 news clips was broadcasted. GAM3 has appeared in TV, Radio, on social media and in various articles in well-known newspapers and webpages. The new clips have focused on the GEM project and the importance of girls' participation in sport and in society in general. The radio program in Sharika wa Laken was reaching a lot of mothers and affecting their thoughts on girls' participation in sport, also the TV program Helwe el Hayat reached a broad group and showing film clips of girls and boys playing together. Many photos have been broadcasted in media, poster, flyers, and social media showing girls participating in Basketball and playing with boys have been of high influence on the spectators.

The overall objective

The overall objective was to strengthen the equality in the Lebanese society, which has been done by: *Improving gender equality and decrease gender based violence*. In questioning the PlayMakers about how much the Playmakers have changed their view on the other gender from 1-10, no one writes below 5, and the average number is 7,2, which means that the GEM project has had a positive impact on changing the view of the other gender for the Playmakers. The positive change in gender equality is also seen by a more positive sentiment towards mixed practices and the other gender in general.

The PE teachers were asked whether they would use the tools that they had gained from the workshop in their classes, here 43 out of 45 answered yes, which is seen as a increase in the gender equality because the 9.999 kids that theses teachers will teach is exposed to the new gender equality drills and knowledge. The numbers speaks for them.

Decreasing gender based violence is difficult to measure. The PlayMakers answered clearly stated that they were against violence committed to girls/women, but that they had been that before they joined GEM. Some said that being a part of GEM had given their arguments on the subject more strength.

Creating a gender sensitive culture among the participants has succeeded. When the players are asked about how much they respect the other gender, the girls answers 9 out of 10 in average,



and the same for the boys. When the PlayMakers were asked how much girls should be a part of sports activities from 1-10, 10 PlayMakers answered 10 and 2 PlayMakers answered 9. That shows equality in the view on access to sports. Also comments like *“It’s something great, it’s exactly what we need in our zone and society”* and *“Most of the persons say that sports are only for boys and mixing gender equality concept with GAM3 can surely help changing that point of view”* witness a gender sensitive culture.

Creating equal access to sports has been reached within the project evidenced by the 41 % female participation. In creating equal access to sport it has been useful to use different coloured applications and due to the questionnaires from the players, having female coaches have attracted and aloud more girls to participate, which thereby have been a tool to create equal access.

It is plausible that these small but bold steps taken within the project combined with the extensive advocacy on various media platforms will lead to strengthened gender equality in the Lebanese society.

Lessons learned

It is very useful tools to have two different applications, to create equal access to sport. And that it is very important to have some female role models both for the kids but also for their parents to see that girls are able to play Basketball, in order to create equal access.

By having mixed practices the kids respect for each other grows and a new gender equal culture increase, when the boys realizes that girls in the younger ages before the physical development kicks in can often play just as good as boys, and not least when girls realizes it as well.

There should be a workshop for PE students as well, because they are easy to affect and eager to learn. The PE workshop created contacts all over Lebanon, which will be useful in the future when GAM3 will start new projects, and it will be easier to reach a broader target group in the name of gender equality, because most teachers wanted to continue the work and create a committee working on increasing gender equality in the Lebanese society through sport.



Annexes

Questionnaire for PlayMakers

- 1) For how long have you been in GAM3?
- 2) Why did you want to be a Playmaker?
- 3) What do you think about mixing gender equality concept with gam3?
- 4) How much have you changed you view on the other gender? 1-10?
- Add your comments:
- 5) What do you think about violence against girls/women? Did you have another point of view before GEM project?
- 6) How much do you think girls should be a part of sports activities? 1-10?
- 7) What do you think about coaching players with a different gender from yourself?
- 8) Do you think it's a good idea to mixed practices? Yes or no? Why?



Questionnaire for players

- 1) Is it the first year for you in GAM3. Have you been involved in other sport activities before?
- 2) What was your level before? 1-10? What is your level now?
- 3) Have you got any new friends? Name one boy and one girl?
- 4) Playing Basketball is being: 1) strong and tough? Or 2) fair and smart?
- 5) What's the good thing, other than Basketball, playing for GAM3?
 - a. What do you think about playing together - boys and girls?
- 6) What do you think about having a male/female coach?
- 7) How much do you respect your boy teammates? 1-10
- 8) How much do you respect your girl teammates? 1-10
- 9) Do you think it's a good idea to have mixed practices? Yes or no? Why?



Questionnaire for PE teachers

Which school are you from?

How many kids do you teach in physical education?

What sport are you specialized in?

How did you find the workshops? 1: not satisfying – 10: very informative and useful.

1 2 3 4 5 6 7 8 9 10

Why?

Which tools have you gotten from taking part in the workshop?

Will you use what you have learned in your teaching?

Yes No

Why?

What could be better in the workshop?
