

# GENDER REPRESENTATION

Outcome indicator

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## Indicator Phrasing

**English:** % of [specify the target group] who are female

**French:** % de [spécifiez le groupe cible] qui sont des femmes

**Portuguese:** % [especifique o grupo alvo] do sexo feminino

**Czech:** % zastoupení žen mezi [určete cílovou skupinu]

## What is its purpose?

This indicator measures the representation of women among the members of an intervention's target group – for example, the percentage of female sales agents (however, where relevant, it can also focus on the representation of men).

## How to Collect and Analyse the Required Data

To **determine the indicator's value**, sum up the total number of women present in the target group (e.g. sales agents, service providers, users of certain products, etc.) and divide this by the total number of women and men present in the target group. Multiply the result by 100 to convert it to a percentage.

## Important Comments

1) If there is a **risk of women being only 'formally' among the target group members**, consider rephrasing the indicator to, for example, "*% of active individuals within [specify the target group] who are female*". Such an amendment might give you more meaningful data as you will measure the representation of women (or men) only among those target group members that are actually active. However, with this addition, it is important to define what is meant by 'active' and to keep strictly to this definition.

2) If you deal with a context where the objective is to **increase the representation of men**, rephrase the indicator to "% of [specify the target group] who are male" and revise the methodology accordingly.