

MEASURING THE CAPACITY OF SOCIAL MOVEMENTS:

Lessons learned from the pilot experience in Ukraine



Agenda

Brief presentation (~20 minutes)

- The Movement Capacity Assessment Tool (why, what, & how)
- Pilot experience in Ukraine
- Lessons learned & next steps

Q&A

How do we define social movements?

A movement is an organized set of people vested in making a change in their situation pursuing a common political agenda through collective action.

– Batliwala, 2008

Why?

- ❑ Research shows that broad-based social movements create and sustain long-term social transformation

- ❑ Essential questions we are seeking to answer:
 - How do funders support social movements?
 - What does it mean to apply a movement building lens to grantmaking?
 - How do we measure movements strength?

- ❑ Key learning from social movement research:
 - Strong social movements share several key characteristics
 - Movements in different stages of development have different capacity needs

- ❑ There are several tools designed to assess the strength of coalitions and networks, but not at the movement level

The Movement Capacity Assessment Tool

Key components of a strong social movement

1. Grassroots base
2. Leadership
3. Collaboration
4. Shared agenda
5. Use of multiple strategies
6. Support infrastructure
7. Security and safety

Stage and priorities

- Stage of the movement
- Priorities for capacity strengthening

Characteristics of Respondents

- Age
- Affiliation
- Role in the movement

How?

Steps for the assessment



**Pilot experience:
Women's Movement in Ukraine**

Ukrainian Women's Fund piloted the tool in Summer 2017

192 organizations and individuals across Ukraine who are part of the women's movement were invited

115 responses collected, representing 77 organizations and 38 individuals from:

- Eastern Ukraine (22)
- Central and Northern Ukraine (26)
- Western Ukraine (23)
- Southern Ukraine (20)
- Young women activists (24)

Analysis was conducted at both national and regional levels

Characteristics of Respondents

115 Respondents

Type of Respondent

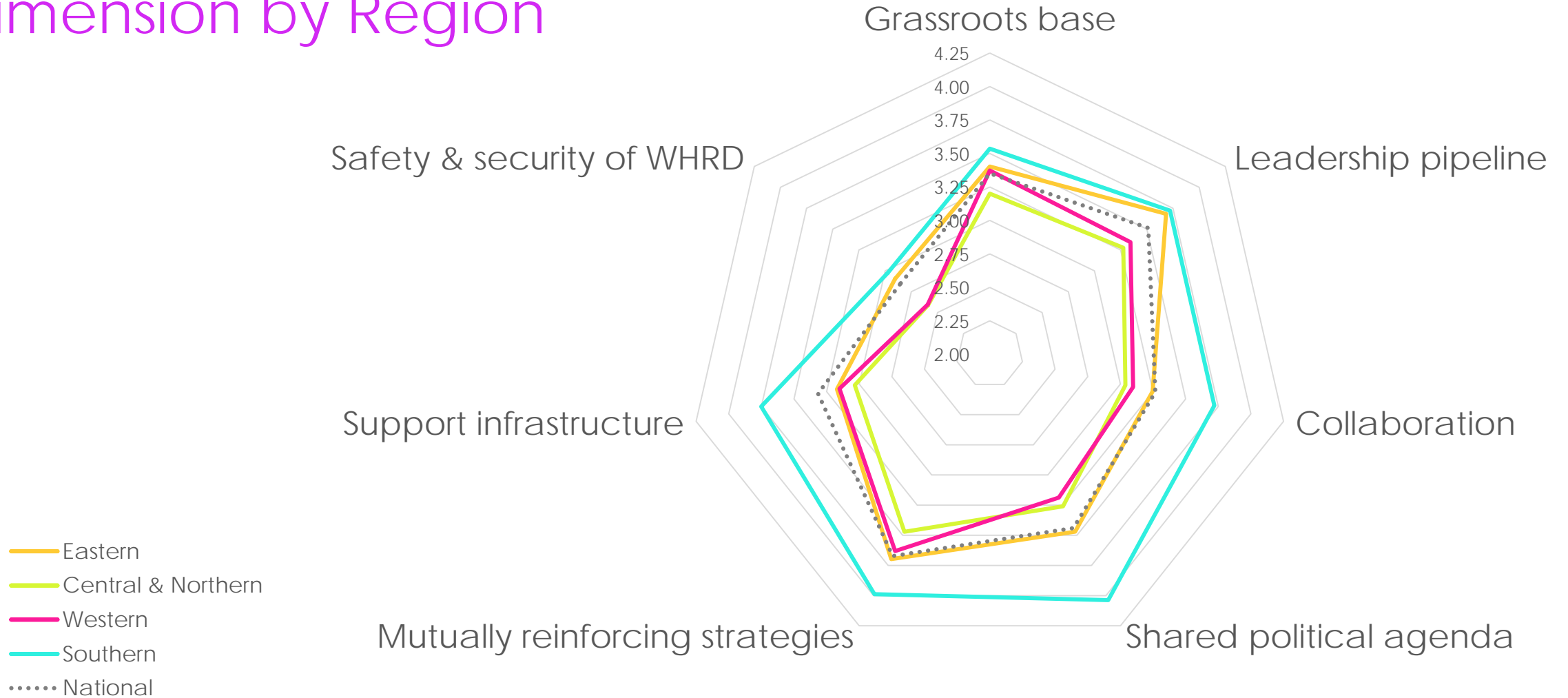


Type of Organization	#
Grassroots or community based organization	49
Regional domestic network or coalition	8
National network or coalition	8
National non-profit organization, research center or agency	6
Local network or coalition	1
Regional network or coalition	1
International non-profit organization, research center or agency	1
International network or coalition	1
Donor	1

Results: Perceptions of Strengths, Challenges, and Priorities

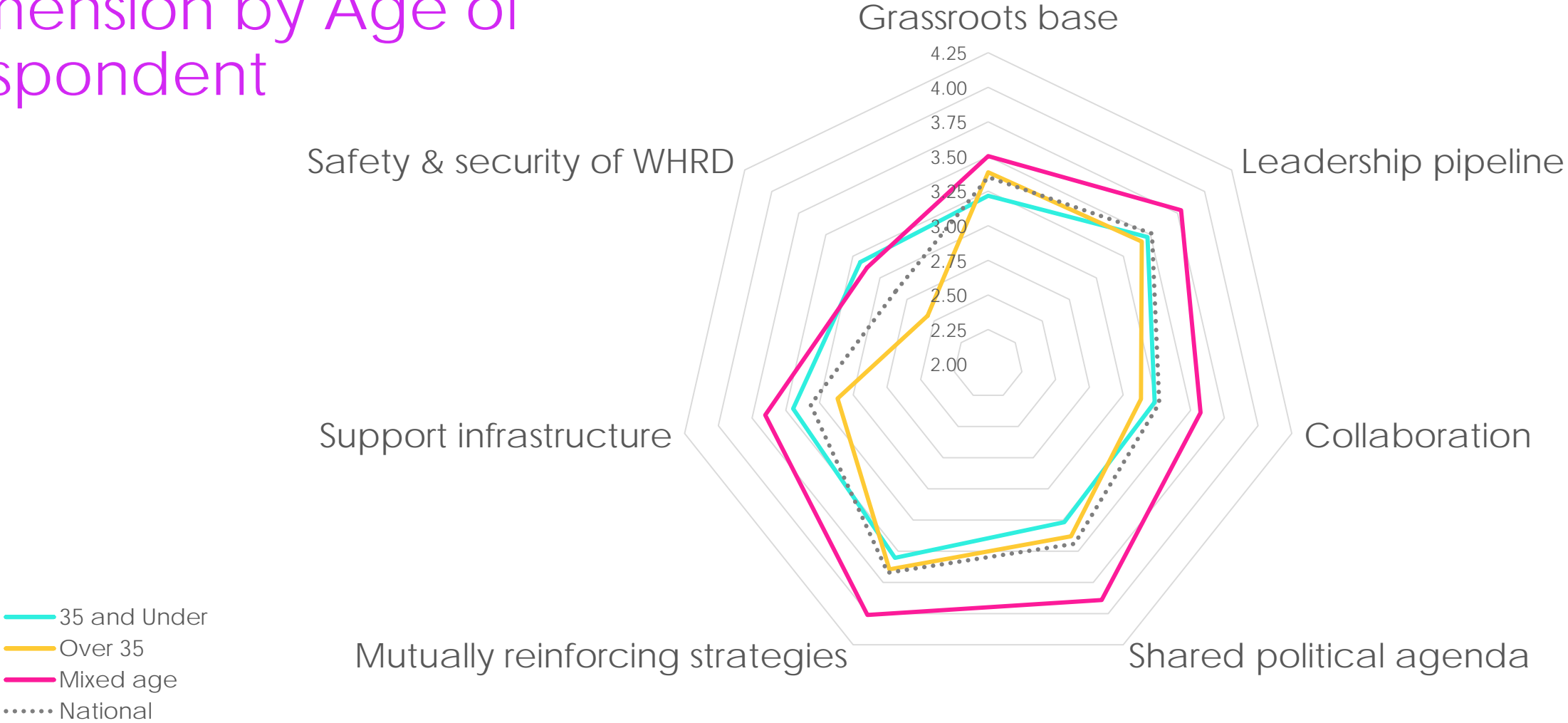
	Average Score (lowest=1; highest=5)	% Challenge % of respondents	% Strength % of respondents	Priority % of respondents
(1) Grassroots base	3.35	-37%	58%	24%
(2) Leadership	3.51	-17%	79%	8%
(3) Collaboration	3.27	-48%	50%	43%
(4) Shared political agenda	3.44	-39%	45%	27%
(5) Use of multiple strategies	3.67	-46%	42%	18%
(6) Support infrastructure	3.32	-51%	43%	51%
(7) Safety and security	2.85	-47%	37%	22%

Results: Average Scores for Each Dimension by Region





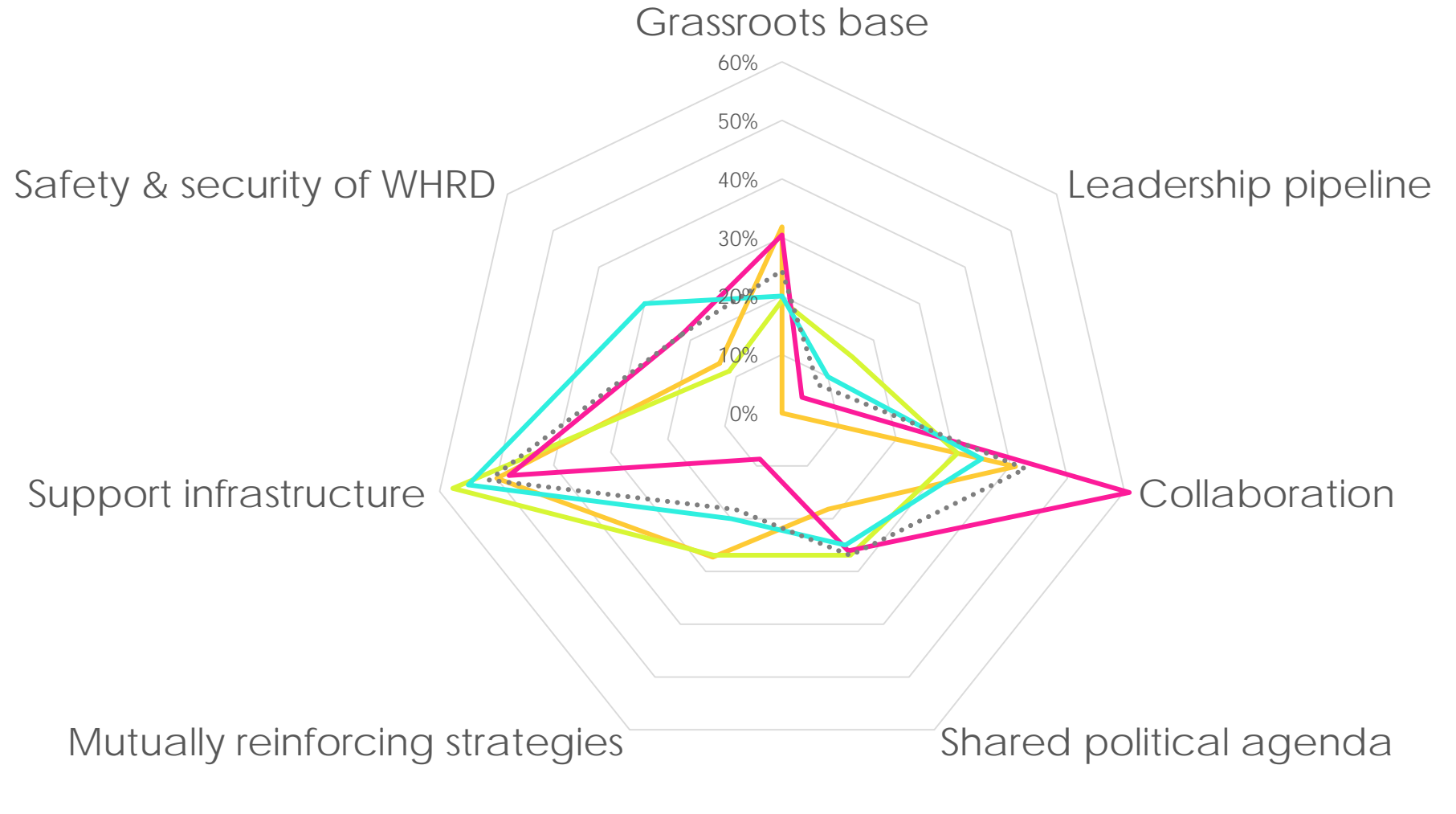
Results: Average Scores for Each Dimension by Age of Respondent



Areas to Strengthen

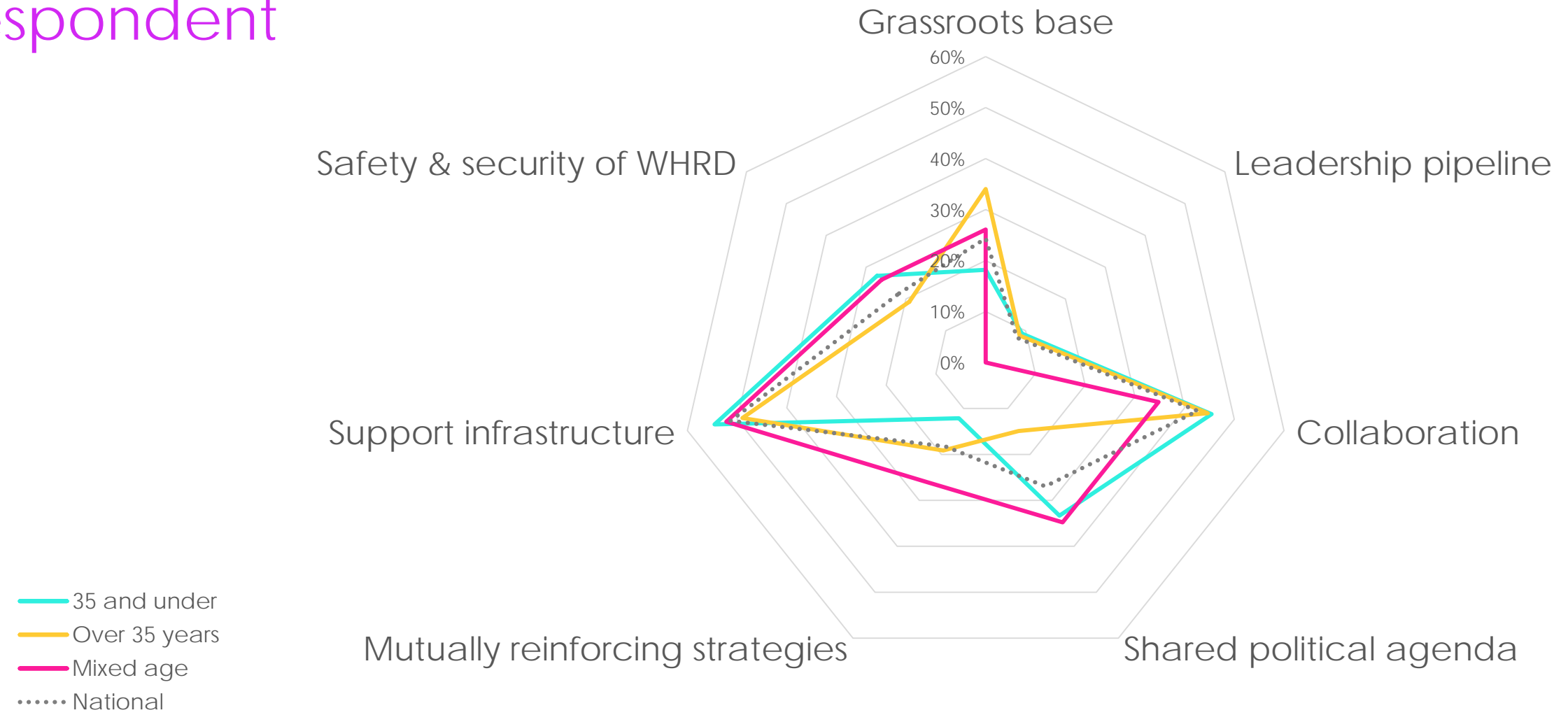
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Results: Priority Dimensions by Region





Results: Priority Dimensions by Age of Respondent





Four regional roundtables to discuss results and next steps

- Participants generally agreed with the results of the survey
- There were some surprises and disagreements:
 - different opinions about the stage of the women's movement
 - surprised that the leadership was rated as a strength
 - surprised that the safety and security of human rights advocates was not more of a priority and would like to elevate it's importance
 - survey results only reflect the perspectives of the respondents



Priorities that emerged from discussions

- Developing a general strategy for the women's movement
- Strengthening safety and security
- Strengthening collaboration
- Strengthening infrastructural support
- Involving youth in women's organizations

Lessons learned & Next steps

Ukrainian Women's Fund

- Use the results and discussions to inform strategic planning
- Form working groups to further explore the strengths and challenges of specific elements
- Engage other donors in conversations about ways to support women's movements in Ukraine

Lessons learned & Next steps

Global Fund for Women

- The assessment must be initiated and led by local partners
- Assessment is only the beginning of a longer-term process
- Updating the tool (expected timeline: end of April 2018)
- Working with four women's funds to plan for the implementation in Mexico, Mongolia, and Georgia

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