



GENDER Impact  
Platform

# GENDER resource hub

February 2023

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GENDER  
EQUALITY



YOUTH



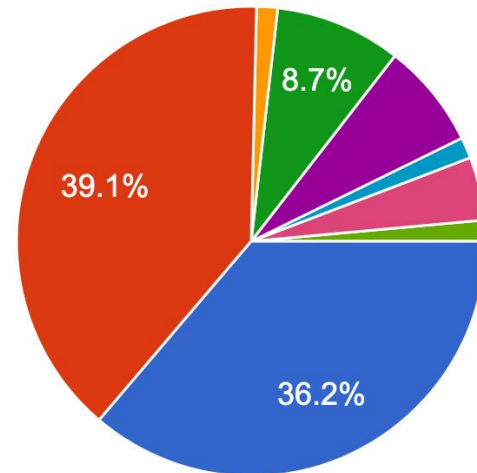
SOCIAL  
INCLUSION



# Survey results: Primary professional role (69 responses)

What is your primary professional role?

69 responses



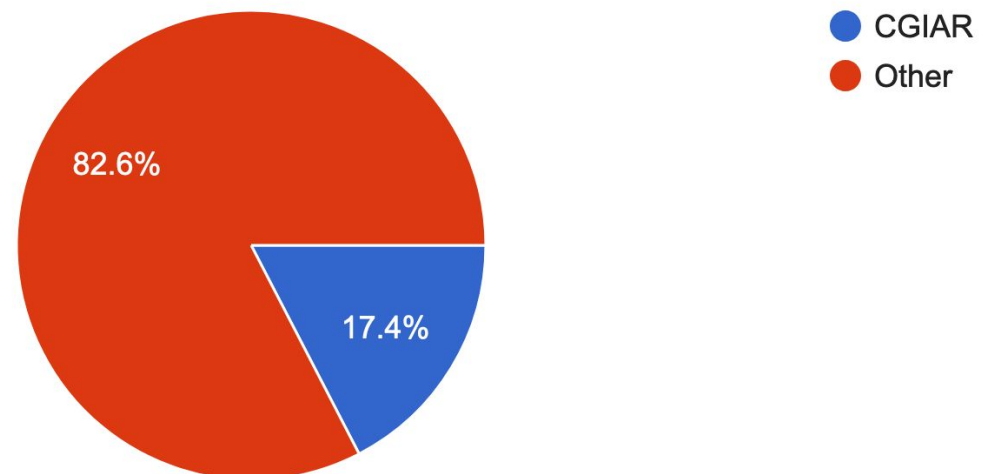
- Researcher
- Development professional
- Policymaker or government representative
- Student
- Educator
- Research or development funder
- Private sector professional
- Other



# Primary affiliation

What is your primary professional affiliation?

69 responses



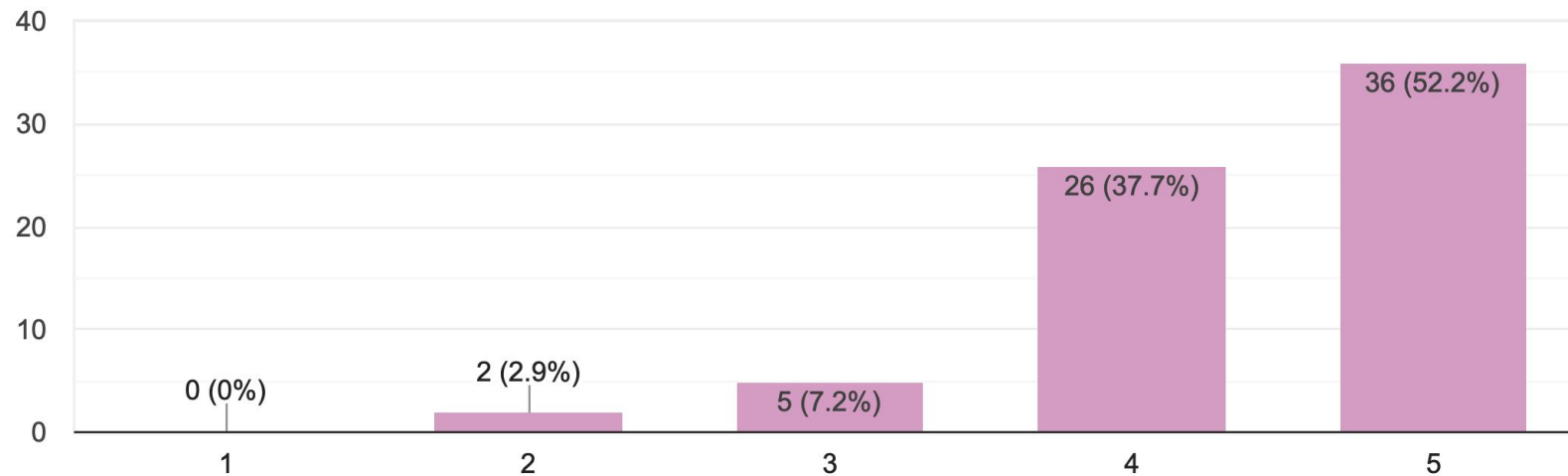


# How useful has the resource hub been for your work?

(where 1=least useful and 5=most useful)

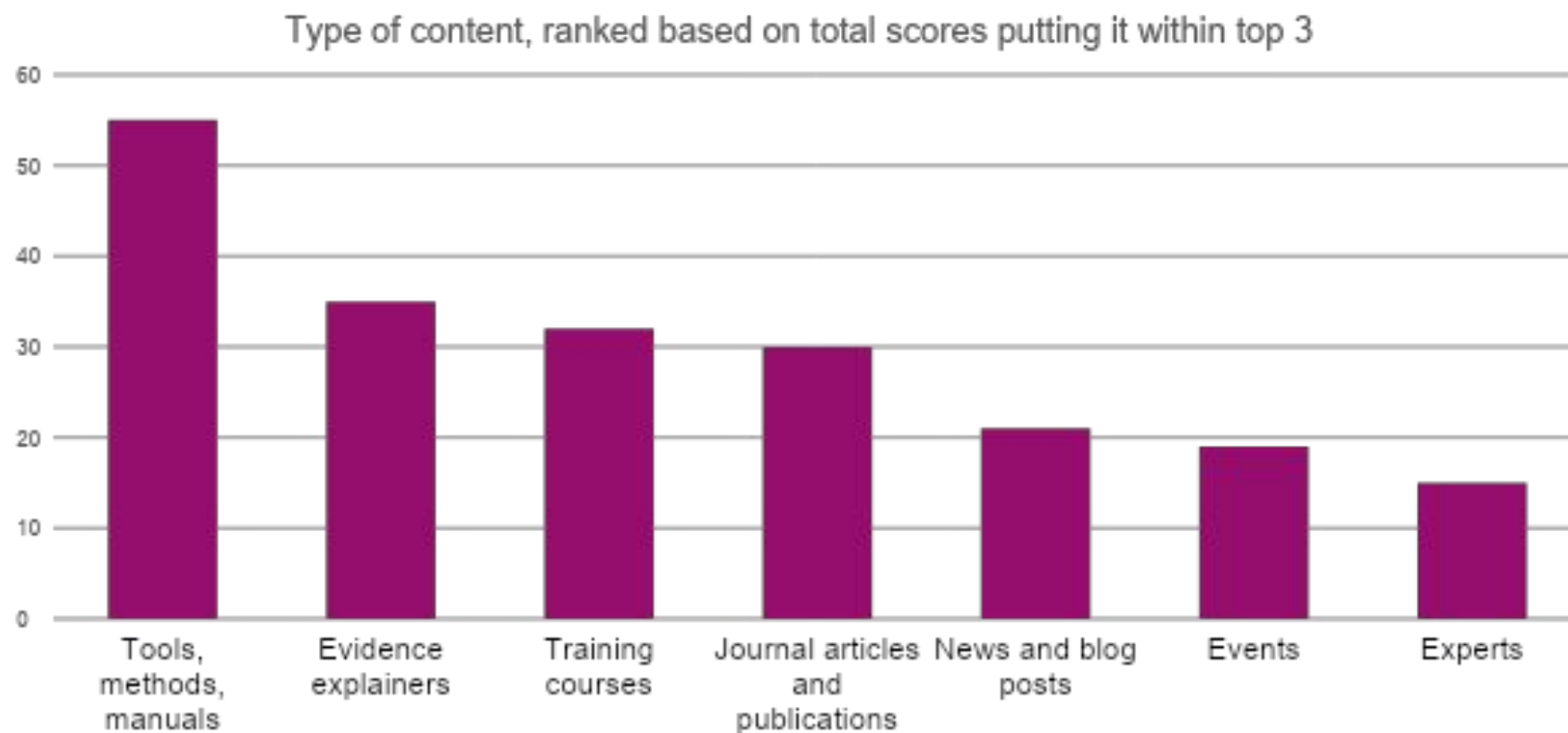
How useful have the resources on GENDER's resource hub been for your work?

69 responses





## Types of resources ranked by perceived usefulness



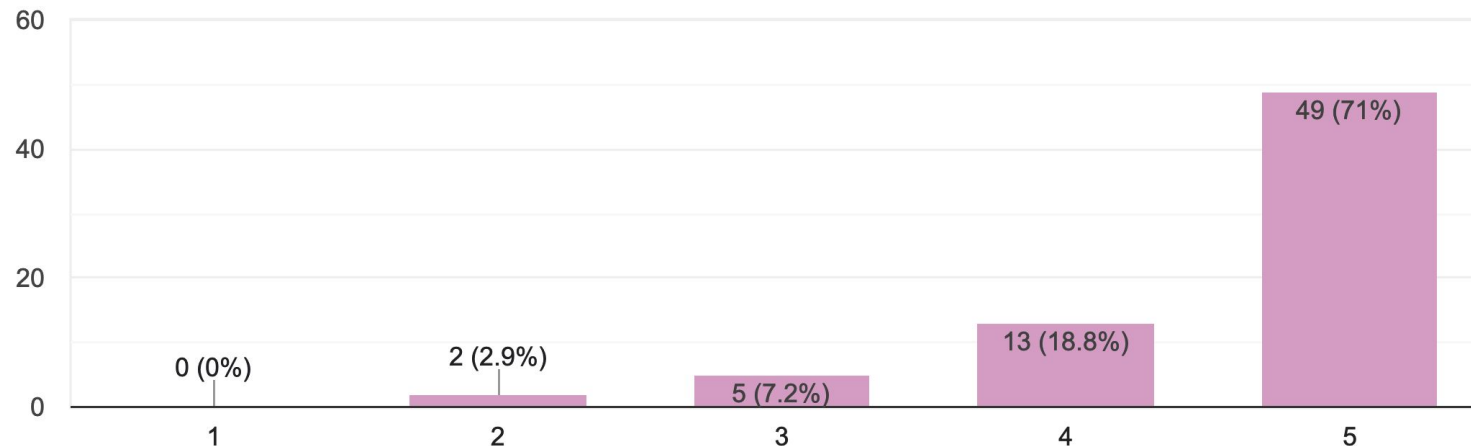


# How likely are you to recommend the resource hub to others?

(where 1=least likely and 5=most likely)

How likely are you to recommend the GENDER resource hub to others in your professional network?

69 responses



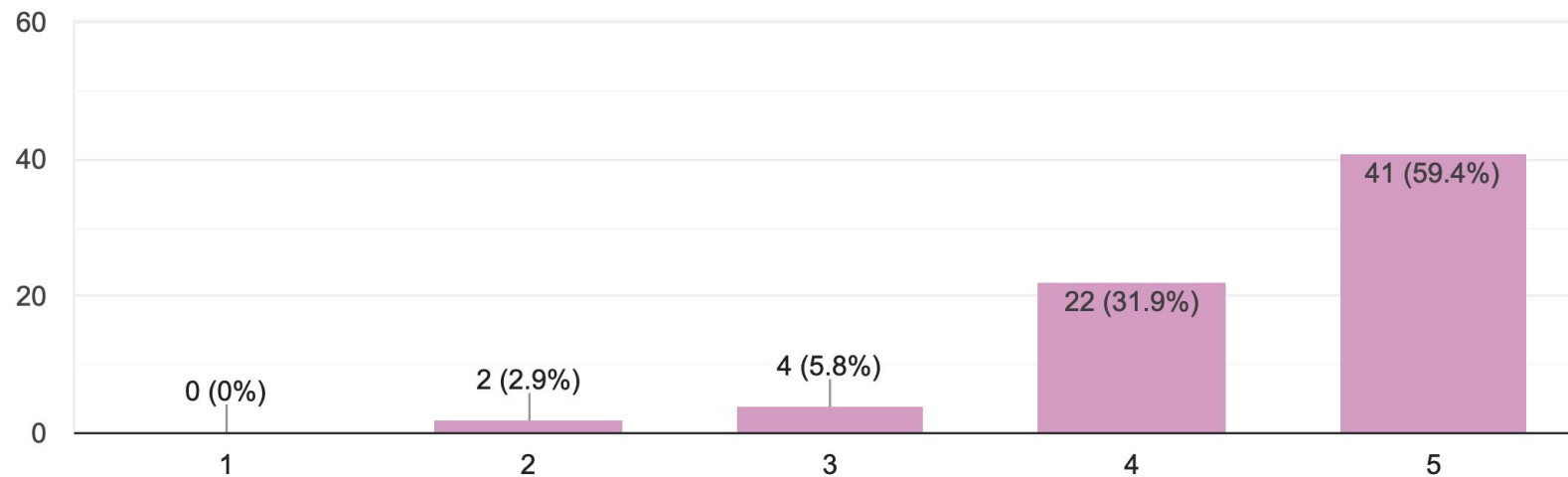


# How do you rate quality and reliability of the resources?

(where 1=lowest and 5=highest)

How do you rate the quality and reliability of the resources on the GENDER resource hub?

69 responses



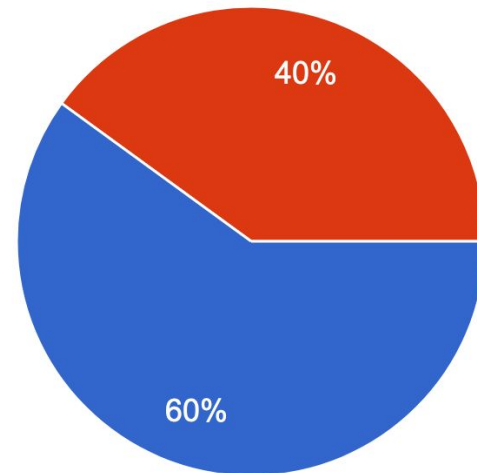


# More on respondents (20 responses)

## Gender:

What is your gender?

20 responses



- Female
- Male
- Prefer not to say
- Other

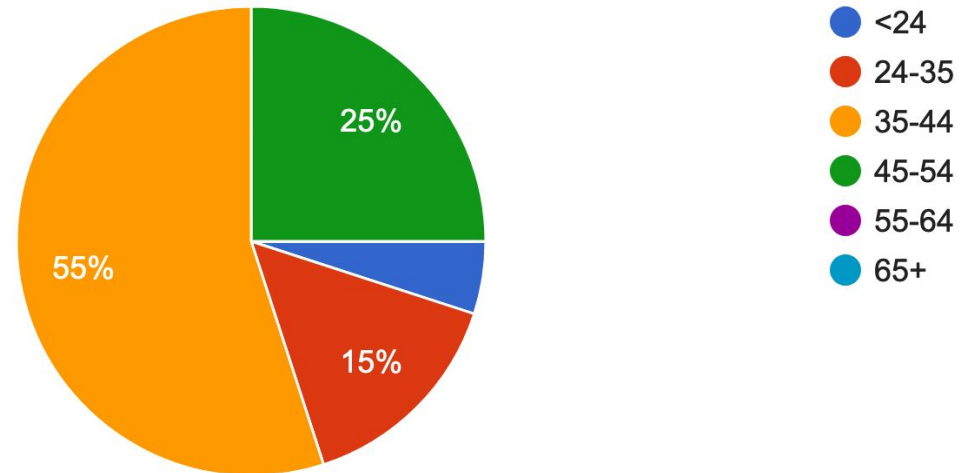




## Age:

What is your age?

20 responses

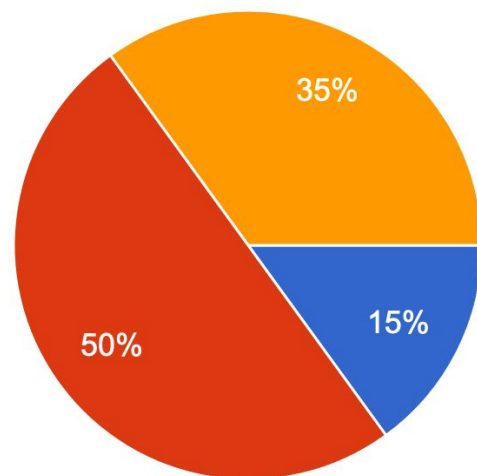




## Career level:

How advanced are you in your career?

20 responses



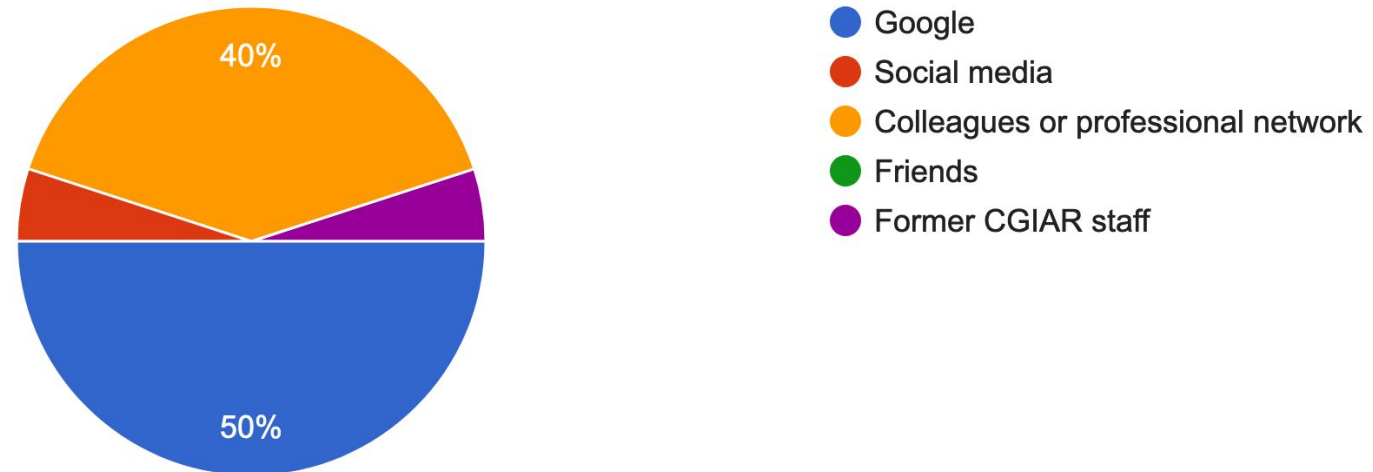
- Early
- Middle
- Senior



## Entry point:

How did you first learn about the GENDER resource hub?

20 responses

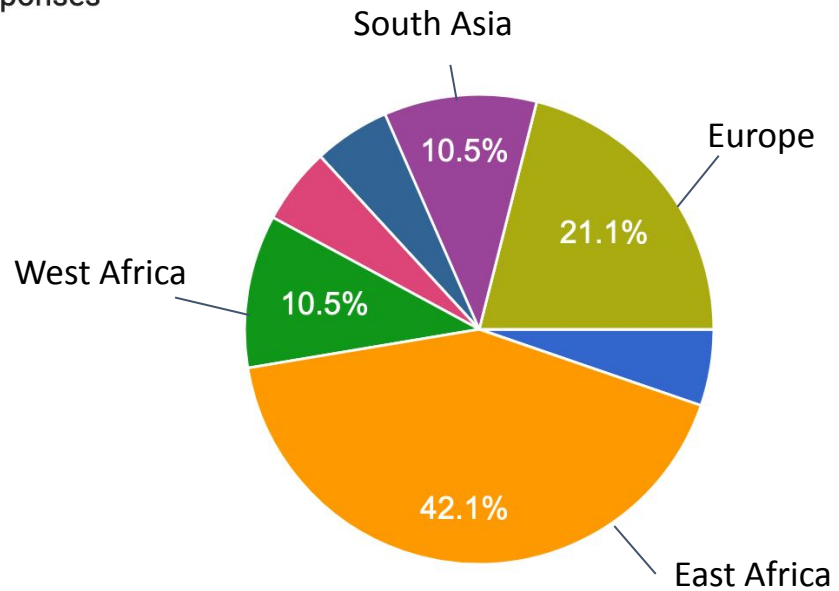




## Location:

Where are you based?

19 responses

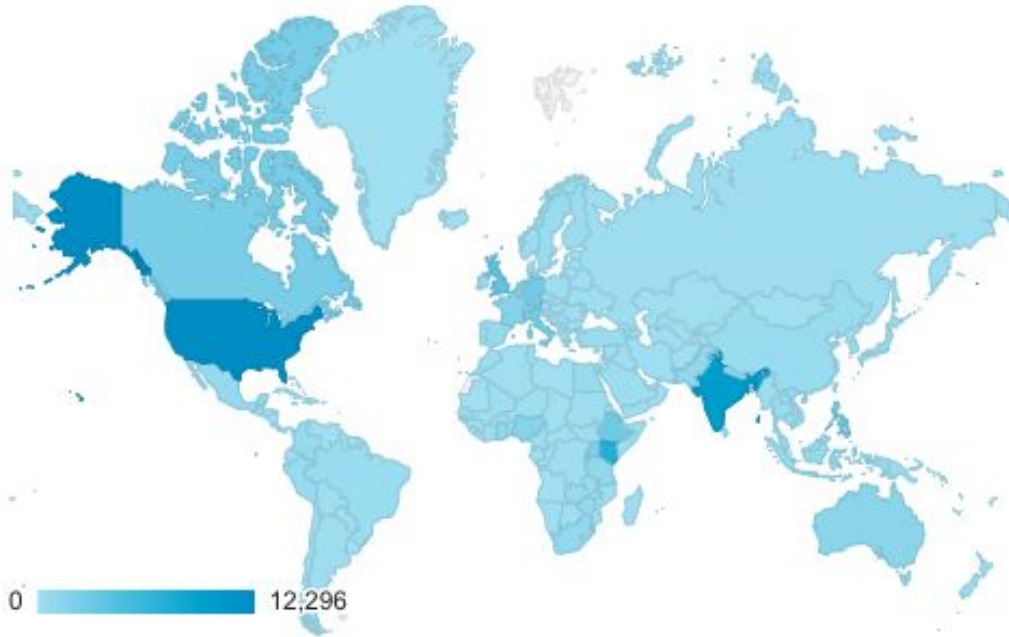


- Northern Africa
- Central Africa
- East Africa
- West Africa
- Southern Africa
- Latin America and the Caribbean
- Northern America
- Central Asia
- East Asia
- Southeast Asia
- South Asia
- West Asia
- Europe
- Oceania

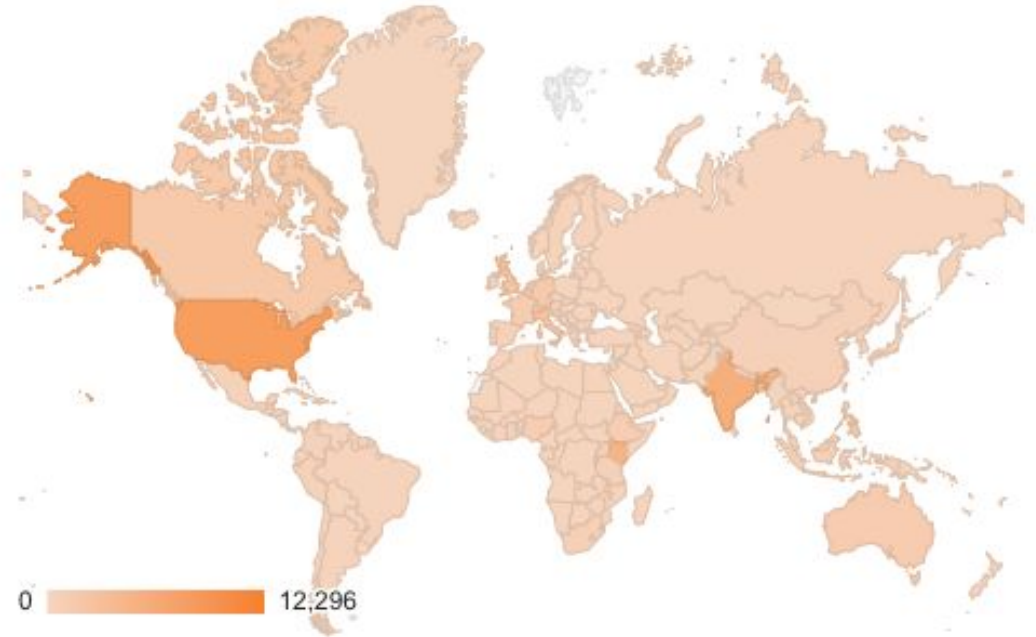


# Google Analytics: Location - 2021 vs. 2022

Jan 1, 2022 - Jan 1, 2023



Dec 31, 2020 - Dec 31, 2021

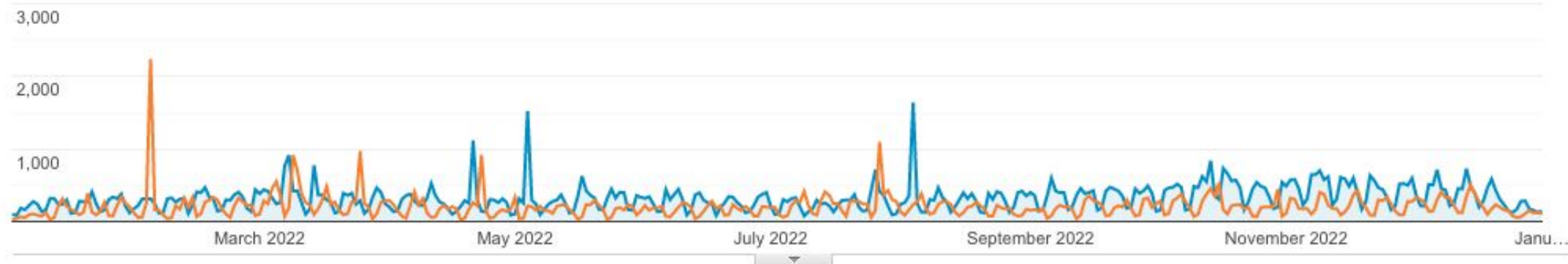




# Google Analytics: Page views - 2021 vs. 2022

Jan 1, 2022 - Jan 1, 2023: ● Pageviews

Dec 31, 2020 - Dec 31, 2021: ● Pageviews



Pageviews

**56.29%**

119,017 vs 76,152



Unique Pageviews

**60.48%**

111,016 vs 69,178



Avg. Time on Page

**-13.78%**

00:02:07 vs 00:02:28



Bounce Rate

**17.90%**

84.61% vs 71.76%



% Exit

**5.75%**

79.41% vs 75.10%





## Google Analytics: Sections variation - 2021 vs. 2022

3. <a href="#">/training</a>	
Jan 1, 2022 - Jan 1, 2023	<b>2,075</b> (1.74%)
Dec 31, 2020 - Dec 31, 2021	<b>762</b> (1.00%)
<b>% Change</b>	<b>172.31%</b>
4. <a href="#">/tools-methods-manuals</a>	
Jan 1, 2022 - Jan 1, 2023	<b>1,941</b> (1.63%)
Dec 31, 2020 - Dec 31, 2021	<b>672</b> (0.88%)
<b>% Change</b>	<b>188.84%</b>

7. <a href="#">/publications-data</a>	
Jan 1, 2022 - Jan 1, 2023	<b>1,138</b> (0.96%)
Dec 31, 2020 - Dec 31, 2021	<b>894</b> (1.17%)
<b>% Change</b>	<b>27.29%</b>
8. <a href="#">/experts</a>	
Jan 1, 2022 - Jan 1, 2023	<b>1,109</b> (0.93%)
Dec 31, 2020 - Dec 31, 2021	<b>893</b> (1.17%)
<b>% Change</b>	<b>24.19%</b>



## Google Analytics: Page views per article type - 2022

<i>taxonomy</i> Article Type	SUM of Page Views
GENDER insights	8,800
Evidence explainer	5,066
CGIAR Gender News	2,639
GENDER platform news	2,440
Engendering Data Blog Post	807
Job opportunity	769
Newsletter	279
In the news	27
<b>Grand Total</b>	<b>20,827</b>





## Survey results: Is there a specific resource you'd like to add? (select)

- About efforts for women to be a priority to receive loans, credit, support for entrepreneurship.
- Overview of donors funding gender in agriculture; intersectional approaches to ARD and non-binary approaches to ARD
- Gender data courses
- Gender strategies for climate resilient agriculture.
- Gender and inclusivity
- Videos are a very attractive tool to add to this platform in my opinion.
- SDGs
- M&E tools



# Survey results: How can the resource hub better meet your needs? (select)

## Training/courses

- Offer certificate on trainings done online
- More free courses
- More training manuals with stats/figures and linkage to SDG 5
- Continually update courses in line with recent events
- Organize webinars and technical help chats
- Teaching gender methodologies in climate resilience agriculture

## Tools/methods testing or intros(?)

- Make resources under test available to participate for different organization
- Short practical publications and VIDEOS to introduce gender equality to build male support in LMIC communities and government.

## Content

- More timely announcement of events. These come often too late to include in planning.
- Some, if not all, materials could be translated to at least the main national language in the country and better if to the local dialect
- Frequent publication of articles

## Usability

- Better search function
- “...I want to be able to find things by topic or author, and usually can't”
- Easier navigation/ability to see all offerings and understand where to find what easily
- Make it more accessible