

In the last edition, we shared the voices of colleagues who say the SII has already offered them new ideas, data and arguments to change the way we and those in our business address women's empowerment. That was nice... but there's more to be done. Through dozens of interviews aiming to shape the final SII products, we heard from staff across CARE who are pushing for breakthroughs that are now within our reach. Their wish-list has dozens of great ideas, but many go beyond what the SII research can deliver by June 30 and the end of our work. We share them here, because it will take **collective leadership** to provide the support people seek, at a time when CARE is redefining its approach to supporting quality gender work. Here then, are the voices of those promoting women's empowerment – including many of you. Here is an opportunity to serve them better, together. With hope, [Elisa](#).

Beyond the SII in CARE: moving knowledge into practice throughout the organization

Common needs, diverse contexts. Across all the levels of CARE, from the frontlines of DM&E and staff induction to the evolution and application of CI-wide gender policy, to the ongoing work to position CARE as an industry leader in program quality, accountability, and women's empowerment, there are three broad areas in which staff are calling for support **products** and **processes**:

Whose Views?

In January & February, we talked with thirty dedicated leaders of women's empowerment work across the organization from:

- Country Offices
- CI Members
- Fundraising & External Communications
- Organizational Development
- Regional Management
- Program Quality & Impact

On What?

We asked each 'SII client' the same basic questions:

- **what** are the processes you are planning or carrying out to increase impact on women's empowerment? Programmatic? Organizational?
- **what** products and materials would be useful to you, in support of these processes?
- **what** specific aspects of the SII merit particular attention in this knowledge-sharing year? What should we be sure to capture?

1. In making the case for new approaches to promoting women's empowerment, and for CARE's claim to a leadership role in advancing these new approaches. The aim is to strengthen CARE's internal identity and external brand as a committed and accountable advocate, naming the limitations of past gender work, and calling for change by donors, policymakers, allies and our own leadership at all levels.

*Key **products** include branded briefs and papers/articles that are polished, evidence-based, intellectually crisp, and politically challenging. They serve **processes** of introduction/orientation to CARE's theories and strategies, coalition-building, marketing and fundraising – at country, regional and CI member levels.*

2. Highlighting new angles for gender/power work that can lead to deeper and more lasting impact on women's empowerment in diverse contexts. Focus topics offer concrete entry points to help others explore power structures and relations in our work, and catalyze a deeper understanding of the drivers of women's empowerment.

*These **products** are concise, modular discussion materials that address key issues raised across the SII, as entry points for CARE to dramatically raise the impact of its women's empowerment work. They primarily serve internal **processes** of staff capacity-building, used in conjunction with new, in-depth guidance on addressing these issues (see below). They also support external communications and fundraising staff who market CARE's work, and can also be useful to other agencies undertaking similar work.*

3. Providing concrete guidance on more effective approaches to program design, impact measurement, and organizational management to help build "the next generation" of CARE's gender-power work.

*Desired **products** include both quick and in-depth resources and how-to advice for program design (methods/tools for analysis, theories of change, technical or policy advocacy strategy selection, etc), and personal and organizational development. These products would support **processes** of program design, and of participatory, learning-oriented impact research.*

SII Products in Response:

- Phase-wise synthesis reports
- Site research summary briefs
- Regional synthesis briefs2
- Fundraising White Paper
- Capstone papers:
 - SII: reflections on a practice of accountability
 - WE: what it really takes

SII Products in Response:

Focus Topic briefs on:

- Engaging Men
- Confronting VAW
- Fostering Solidarity
- Empowerment in Crisis
- Leveraging VSL

SII Products in Response:

Contributions to Program Design Resource Manual (in process) on:

- Understanding Empowerment
- Analytic approaches
- Impact Measurement
- Leveraging VSL

From impact research to new guidance: Calling all Leaders!

The SII can show us clear evidence of what has helped and hindered impact to date, but it can't invent the practices of the future without straying from its impact assessment roots. Yet the call for more guidance is clear. The task of responding with the next generation of in-depth guidance belongs to you – the key decision-makers on gender strategy, technical innovation, program development and organizational systems. With CARE USA's gender strategy in flux, a brand new [gender wiki](#) hosts the full wish-list, and offers one space for you to come together to prioritize, collaborate, and deliver together.