

**‘Evaluation as a tool for gender institutional change:
the experience of evaluating the GENOVATE project’**

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Abstract

Projects promoting gender equality face different kinds of resistances and difficulties in their implementation and this affects to the final results and transformations generated. The promotion of gender institutional change is not an easy task and the evaluation could play an important role to enhance learning and to think collaboratively about strategies and ways of making institutions more gender-responsive.

This paper explores the experience of evaluating the GENOVATE project, a European action-research project, where six Universities pursued to promote a more gender-sensitive organizational culture through the implementation of different Gender Equality Action Plans since 2013 until 2016. The paper presents the evaluation model applied for evaluating this action-research project that merges a collaborative evaluative approach and feminist evaluative approach.

In this regard, the main features of GENOVATE project are described as well as the elements adopted from collaborative and feminist approaches to evaluate it. After that, the paper presents the different processes and instruments carried out to promote learning about and collaborative ways of including gender issues in the organizations. Finally, the paper highlights the main lessons learned and resistances found in the evaluation process.

Key words: Gender institutional change, feminist evaluation, collaborative evaluation.