

# Country-Level Data for Brazil country Outcome XM-DAC-41146-BRA\_O\_4

OUTCOME BRA\_O\_4 [XM-DAC-41146-BRA\\_O\\_4](#)


To leverage partnerships and resources in support of UN-Women's mandate

## OUTCOME DETAILS

### SDG alignment



### Impact areas

 Advancing partnerships and resourcing

### Organizational outputs

#### Policy Marker

GENDER EQUALITY

#### Humanitarian Scope

No

#### UN System Function

Capacity development and technical assistance

Integrated Normative Support (in the context of operational activities)

Support functions

### Outcome Description

To leverage partnerships and resources in support of UN-Women's mandate



## RESOURCES

**\$394.20 K**

Planned Budget

**\$0.00**

Actual Budget

PLANNED BUDGET

## OUTCOME INDICATOR AND RESULTS

PLAN PERIOD : **2017-2023**

### OUTCOME BRA\_O\_4

B - Baseline

M - Milestones

T - Target

#### OUTCOME STATEMENT

#### INDICATOR STATEMENT

#### YEAR

#### BMTS

#### REPORTED RESULT

To leverage partnerships and resources in support of UN-Women's mandate

SP\_O\_2A

2021 (Baseline)

a) 1,846,962; b) 452,250

N/A

SP O\_2.1: Number of initiatives led by UN Women-supported civil society mechanisms (including the civil society advisory groups) towards achieving gender equality and women's rights

2018 (Milestone)

1

-

2019 (Milestone)

2

6

2020 (Milestone)

3

0

2021 (Milestone)

4

1

- QCPR Indicator :

2022 (Milestone)

a) 2,400,000; b) 650,000

2023 (Target)

a) 445,803.14; b) 182,671

| INDICATOR STATEMENT  | YEAR             | BMTS    | REPORTED RESULT |
|--|------------------|---------|-----------------|
| SP_O_2B  | 2021 (Baseline)  | 49,442  | N/A             |
| SP O_2.2: Percentage of UN Women's field offices and relevant HQ units that implemented dedicated initiatives to engage with the following non-traditional partners: a) organizations working with men and boys and/or b) faith-based organizations and actors | 2018 (Milestone) | Yes     | -               |
|  | 2019 (Milestone) | Yes     | 6               |
|  | 2020 (Milestone) | Yes     | 1               |
|  | 2021 (Milestone) | Yes     | 1               |
|  | 2022 (Milestone) | 100,000 |                 |
|  | 2023 (Target)    | 361,736 |                 |

| INDICATOR STATEMENT  | YEAR             | BMTS  | REPORTED RESULT |
|--|------------------|-------|-----------------|
| SP_O_2C  | 2021 (Baseline)  | 1     | N/A             |
| SP O_2.3: Number of individual commitments made to HeForShe online and offline by men and boys (Not for country reporting) | 2018 (Milestone) | -     | -               |
|  | 2019 (Milestone) | 67000 | -               |
|  | 2020 (Milestone) | 72000 | -               |
|  | 2021 (Milestone) | 77000 | -               |
|  | 2022 (Milestone) | 1     | 100             |
|  | 2023 (Target)    | 1     | 1               |

| INDICATOR STATEMENT   | YEAR             | BMTS | REPORTED RESULT |
|---|------------------|------|-----------------|
| SP_O_2D   | 2017 (Baseline)  | Yes  | N/A             |
| SP O_2.4: Number of UN Women initiatives that are dedicated to engage youth for gender equality | 2018 (Milestone) | Yes  | -               |
|   | 2019 (Milestone) | Yes  | TRUE            |
|   | 2020 (Milestone) | Yes  | TRUE            |
|   | 2021 (Target)    | Yes  | TRUE            |

| INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|------------------|------|-----------------|
| SP_O_2E  | 2017 (Baseline)  | 0    | N/A             |
| SP O_2.5: Number of strategic partnerships with the corporate sector, integrating gender equality principles in their core business and/or value chains and at least two types of the following contributions to UN-Women's mandate: (i) financial; (ii) advocacy and visibility; (iii) expertise and staff time (similar to UNICEF) (Not for country reporting) | 2018 (Milestone) | 0    | -               |
|  | 2019 (Milestone) | 290  | -               |
|  | 2020 (Milestone) | 400  | -               |
|  | 2021 (Target)    | 500  | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS | REPORTED RESULT |
|---|------------------|------|-----------------|
| SP_O_2F   | 2017 (Baseline)  | No   | N/A             |
| SP O_2.6: Percentage of new Regional and Country Strategic Notes with a dedicated partnerships strategy (Not for country reporting) | 2018 (Milestone) | No   | -               |
|   | 2019 (Milestone) | No   | -               |
|   | 2020 (Milestone) | No   | -               |
|   | 2021 (Target)    | No   | -               |



| INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|------------------|------|-----------------|
| SP_O_2G  | 2017 (Baseline)  | 0    | N/A             |
| SP O_2.7: Number of media outlets that sign up to the Step it Up Media Compact (Not for country reporting) | 2018 (Milestone) | 0    | -               |
|  | 2019 (Milestone) | 0    | -               |
|  | 2020 (Milestone) | 2    | -               |
|  | 2021 (Target)    | 2    | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS   | REPORTED RESULT |
|---|------------------|--------|-----------------|
| SP_O_2H   | 2018 (Baseline)  | 460576 | N/A             |
| SP O_2.8: Number of visitors to the UN Women global website (Not for country reporting) | 2018 (Milestone) | -      | -               |
|   | 2019 (Milestone) | 510000 | -               |
|   | 2020 (Milestone) | 560000 | -               |
|   | 2021 (Target)    | 610000 | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS   | REPORTED RESULT |
|---|------------------|--------|-----------------|
| SP_O_21   | 2018 (Baseline)  | 252164 | N/A             |
| SP O_2.9: Number of followers of UN-Women on social media (Not for country reporting) | 2018 (Milestone) | -      | -               |
|   | 2019 (Milestone) | 310000 | -               |
|   | 2020 (Milestone) | 360000 | -               |
|   | 2021 (Target)    | 410000 | -               |

| INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|------------------|------|-----------------|
| SP_O_2J  | 2018 (Baseline)  | 1069 | N/A             |
| SP O_2.10: Number of mentions of UN-Women in the media (Not for country reporting) | 2018 (Milestone) | -    | -               |
|  | 2019 (Milestone) | 2000 | -               |
|  | 2020 (Milestone) | 2100 | -               |
|  | 2021 (Target)    | 2200 | -               |




| INDICATOR STATEMENT   | YEAR             | BMTS      | REPORTED RESULT |
|---|------------------|-----------|-----------------|
| SP_O_2K   | 2017 (Baseline)  | 1754296.6 | N/A             |
| SP O_2.11: Amount of total regular core resources and total non-core other resources from: -> public partners -> private sector partners, including National Committees and individuals(similar to UNICEF)(Derived from QCPR indicator 20a) (Not for country reporting) | 2018 (Milestone) | 1800000   | -               |
|   | 2019 (Milestone) | 1900000   | -               |
|   | 2020 (Milestone) | 2000000   | -               |
|   | 2021 (Target)    | 2100000   | -               |

| INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|------------------|------|-----------------|
| SP_O_2L  | (Baseline)       | -    | N/A             |
| SP O_2.12: Contributions by donors other than the top 15 (Shared with UNFPA and UNICEF)(Not for country reporting) | 2018 (Milestone) | -    | -               |
|  | 2019 (Milestone) | -    | -               |
|  | 2020 (Milestone) | -    | -               |
|  | 2021 (Target)    | -    | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS    | REPORTED RESULT |
|---|------------------|---------|-----------------|
| SP_O_2M   | 2017 (Baseline)  | 0       | N/A             |
| SP O_2.13: Contributions received through pooled and thematic funding mechanisms (Derived from QCPR indicators 15d and 15f) (Shared with UNFPA) (Not for country reporting) | 2018 (Milestone) | 0       | -               |
|   | 2019 (Milestone) | 0       | -               |
|   | 2020 (Milestone) | 100,000 | -               |
|   | 2021 (Target)    | 150,000 | -               |

## OUTPUT INDICATOR AND RESULTS

### OUTPUT BRA\_O\_4.2

| OUTCOME STATEMENT   | INDICATOR STATEMENT  | YEAR             | BMTS         | REPORTED RESULT |
|---|--|------------------|--------------|-----------------|
| Resource base is expanded and diversified to fully implement UN Women CO Strategic Note and Annual Work Plan<br><br>Planned Budget:<br><b>\$87.89 K</b><br><br><br><br>Actual Budget and Shortfall:<br><b>\$126.63 K</b><br><br>Shortfall: \$0.00<br><br><br><br>Expenses:<br><b>\$108.24 K</b><br><br> | BRA_O_4.2A<br><br>Amount in USD of new non-core contributions per year | 2015 (Baseline)  | 1,695,699    | N/A             |
|   |  | 2017 (Milestone) | 1,863,699.00 | -               |
|   |  | 2018 (Milestone) | 2,660,585.80 | -               |
|   |  | 2019 (Milestone) | 2,585,996.81 | 3119348         |
|   |  | 2020 (Milestone) | 2,491,375.16 | 2785951         |
|   |  | 2021 (Milestone) | 1,483,445.45 | 2375319         |
|   |  | 2022 (Milestone) | 1,650,308.14 | 1960712.7       |
|   |  | 2023 (Target)    | -            | 2891590.62      |



| INDICATOR STATEMENT           | YEAR             | BMTS | REPORTED RESULT |
|-------------------------------|------------------|------|-----------------|
| BRA_O_4.2B                    | 2015 (Baseline)  | 3    | N/A             |
| Number of new donors per year | 2017 (Milestone) | 100  | -               |
|                               | 2018 (Milestone) | 100  | -               |
|                               | 2019 (Milestone) | 100  | -               |
|                               | 2020 (Milestone) | 100  | 60              |
|                               | 2021 (Milestone) | 100  | 80              |
|                               | 2022 (Milestone) | 100  | 92              |
|                               | 2023 (Target)    | 100  | 100             |

**OUTPUT BRA\_O\_4.3**

| OUTCOME STATEMENT  | INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|--|------------------|------|-----------------|
| Increased UN Women CO communication capacity<br><br>Planned Budget:<br><b>\$768.89 K</b> | BRA_O_4.3A<br><br>Percentage variation of media coverage of UNW CO each year | 2015 (Baseline)  | 40   | N/A             |
|  |  | 2017 (Milestone) | 45   | -               |
|  |  | 2018 (Milestone) | 50   |                 |
|  |  | 2019 (Milestone) | 55   | 137             |
|  |  | 2020 (Milestone) | 57   | -               |
|  |  | 2021 (Target)    | 60   | -               |

Actual Budget and Shortfall:  
**\$556.99 K**

Shortfall: \$211.90 K



Expenses:  
**\$532.29 K**



| INDICATOR STATEMENT   | YEAR             | BMTS | REPORTED RESULT |
|---|------------------|------|-----------------|
| BRA_O_4.3B  | 2015 (Baseline)  | 75   | N/A             |
| Percentage variation of the number of unique visitors to UNW CO website each year | 2017 (Milestone) | 75   | -               |
|   | 2018 (Milestone) | 75   | 18              |
|   | 2019 (Milestone) | 76   | 62              |
|   | 2020 (Milestone) | 76   | -               |
|   | 2021 (Target)    | 77   | -               |

| INDICATOR STATEMENT  | YEAR             | BMTS    | REPORTED RESULT |
|--|------------------|---------|-----------------|
| BRA_O_4.3C   | 2015 (Baseline)  | 50,000  | N/A             |
| Number of followers of UNW CO social networks (cumulative) | 2017 (Milestone) | 60,000  | -               |
|  | 2018 (Milestone) | 70,000  | 252164          |
|  | 2019 (Milestone) | 80,000  | 329797          |
|  | 2020 (Milestone) | 90,000  | -               |
|  | 2021 (Target)    | 100,000 | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS    | REPORTED RESULT |
|---|------------------|---------|-----------------|
| BRA_O_4.3D  | 2016 (Baseline)  | 25,000  | N/A             |
| Number of Brazilian men and women in the HeforShe worldmap (cumulative) | 2017 (Milestone) | 40,000  | -               |
|   | 2018 (Milestone) | 55,000  | 62955           |
|   | 2019 (Milestone) | 70,000  | 67625           |
|   | 2020 (Milestone) | 85,000  | -               |
|   | 2021 (Target)    | 100,000 | -               |

| INDICATOR STATEMENT   | YEAR             | BMTS   | REPORTED RESULT |
|---|------------------|--------|-----------------|
| BRA_O_4.3E  | 2016 (Baseline)  | 10,000 | N/A             |
| Number of Brazilian men and women following HeforShe pages on Facebook and Twitter (cumulative) | 2017 (Milestone) | 60,000 | -               |
|   | 2018 (Milestone) | 62,000 | 63000           |
|   | 2019 (Milestone) | 64,000 | 65041           |
|   | 2020 (Milestone) | 66,000 | 64628           |
|   | 2021 (Milestone) | 68,000 | 63630           |
|   | 2022 (Milestone) | 70,000 | 80200           |
|   | 2023 (Target)    | 70000  | 77971           |

| INDICATOR STATEMENT  | YEAR             | BMTS | REPORTED RESULT |
|--|------------------|------|-----------------|
| BRA_O_4.3F   | 2016 (Baseline)  | 15   | N/A             |
| Number of activities and communications products developed by the HeForShe Brazil team or in support of HeForShe (each year) | 2017 (Milestone) | 20   | -               |
|  | 2018 (Milestone) | 25   | Medium 30-69%   |
|  | 2019 (Milestone) | 30   | Low 0-29 %      |
|  | 2020 (Milestone) | 40   | 3326            |
|  | 2021 (Milestone) | 900  | 3449            |
|  | 2022 (Milestone) | 900  | 2805            |
|  | 2023 (Target)    | 900  | 0               |

| INDICATOR STATEMENT  | YEAR             | BMTS    | REPORTED RESULT |
|--|------------------|---------|-----------------|
| BRA_O_4.3G   | 2016 (Baseline)  | 50      | N/A             |
| Number of Brazilian companies, universities and government institutions supporting and promoting HeForShe (cumulative) | 2017 (Milestone) | 200,000 | -               |
|  | 2018 (Milestone) | 250,000 | 72              |
|  | 2019 (Milestone) | 300,000 | 5               |
|  | 2020 (Milestone) | 350,000 | 416650          |
|  | 2021 (Milestone) | 400,000 | 459560          |
|  | 2022 (Milestone) | 450,000 | 551421          |
|  | 2023 (Target)    | 500000  | 590100          |

| INDICATOR STATEMENT   | YEAR             | BMTS       | REPORTED RESULT |
|---|------------------|------------|-----------------|
| BRA_O_4.3H  | 2016 (Baseline)  | 7,000,000  | N/A             |
| Estimated number of people directly or indirectly reached by HeForShe brand in Brazil, including number of viewers of videos on mass TV each year | 2017 (Milestone) | 10,000,000 | -               |
|   | 2018 (Milestone) | 10,000,000 | 1100000000      |
|   | 2019 (Milestone) | 10,000,000 | 10000000        |
|   | 2020 (Milestone) | 10,000,000 | -               |
|   | 2021 (Target)    | 10,000,000 | -               |

#### OUTPUT BRA\_O\_4.4

| OUTCOME STATEMENT   | INDICATOR STATEMENT   | YEAR             | BMTS | REPORTED RESULT |
|---|---|------------------|------|-----------------|
| Gender equality advocates, particularly those facing multiple forms of discrimination, are engaged in partnerships with UN Women and have enhanced capacity to participate in and influence intergovernmental and national processes and fora (B+25, 1325+20, CSW, CEDAW, UPR, International Decade of People of African Descent) | BRA_O_4.4A<br>CO Strategic Note and Annual Work Plans incorporate Civil Society Advisory Group inputs | 2016 (Baseline)  | Yes  | N/A             |
|   |   | 2017 (Milestone) | 3    | -               |
|   |   | 2018 (Milestone) | 3    | -               |
|   |   | 2019 (Milestone) | 3    | FALSE           |
|   |   | 2020 (Milestone) | 3    | FALSE           |
|   |   | 2021 (Milestone) | 3    | 1               |
|   |   | 2022 (Milestone) | 3    | 19              |
|   |   | 2023 (Target)    | 3    | 20              |

Planned Budget:

**\$584.87 K**

Actual Budget and Shortfall:

**\$436.12 K**



Shortfall: \$148.75 K



Expenses:  
**\$310.97 K**

