

Country-Level Data for Brazil country Outcome XM-DAC-41146-BRA_O_4

Data as of:
3 May 2024

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



Outcome Description

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

Impact areas



Advancing partnerships and resourcing

Organizational outputs

Policy Marker

GENDER EQUALITY

Humanitarian Scope

No

UN System Function

Advocacy, communications and social mobilization

Capacity development and technical assistance

Integrated Normative Support (in the context of operational activities)

Support functions

RESOURCES

\$288.26 K

Planned Budget

\$385.04 K

Actual Budget

PLANNED BUDGET



ACTUAL BUDGET AND SHORTFALL



EXPENSES



Funding Partners

Regular resources (Core):

 UN Women
\$193,304

Other resources (Non-Core)/ Funding Partners:



Miscellaneous Donors
\$125,394



Instituto Lojas Renner
\$66,338

TOTAL OTHER RESOURCES (NON-CORE)
\$191,732

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	(Baseline)	-	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
		2022 (Milestone)	-	-
		2023 (Target)	-	-

- QCPR Indicator :

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_O_2B	(Baseline)	-	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)	-	-
	2023 (Target)	-	-

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

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_O_2D SP O_2.4: Number of UN Women initiatives that are dedicated to engage youth for gender equality	2017 (Baseline)	Yes	N/A
	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 SP O_2.6: Percentage of new Regional and Country Strategic Notes with a dedicated partnerships strategy (Not for country reporting)	2017 (Baseline)	No	N/A
	2018 (Milestone)	No	-
	2019 (Milestone)	No	-
	2020 (Milestone)	No	-
	2021 (Target)	No	-

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

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

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
SP_O_2I	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.II: 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 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)	2017 (Baseline)	0	N/A
	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 Planned Budget: \$87.89 K  Actual Budget and Shortfall: \$126.63 K Shortfall: \$0.00  Expenses: \$108.24 K 	BRA_O_4.2A Amount in USD of new non-core contributions per year	2015 (Baseline)	1,695,699	N/A
		2017 (Milestone)	1,863,699	-
		2018 (Milestone)	2,660,585.8	-
		2019 (Milestone)	2,585,996.81	3119348
		2020 (Milestone)	2,538,918.85	2785951
		2021 (Milestone)	2,553,919	2375319
		2022 (Milestone)	1,650,308.14	1960712.70
		2023 (Target)	-	-

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

OUTPUT BRA_O_4.3

OUTCOME STATEMENT	INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
Increased UN Women CO communication capacity Planned Budget: \$768.89 K 	BRA_O_4.3A	2015 (Baseline)	40	N/A
	Percentage variation of media coverage of UNW CO each year	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 Percentage variation of the number of unique visitors to UNW CO website each year	2015 (Baseline)	75	N/A
	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 Number of followers of UNW CO social networks (cumulative)	2015 (Baseline)	50,000	N/A
	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 Number of Brazilian men and women in the HeforShe worldmap (cumulative)	2016 (Baseline)	25,000	N/A
	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 Number of Brazilian men and women following HeforShe pages on Facebook and Twitter (cumulative)	2016 (Baseline)	10,000	N/A
	2017 (Milestone)	15,000	-
	2018 (Milestone)	20,000	63000
	2019 (Milestone)	30,000	65041
	2020 (Milestone)	40,000	64628
	2021 (Milestone)	50,000	63630
	2022 (Milestone)	70,000	80200
	2023 (Target)	70000	-

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
BRA_O_4.3F Number of activities and communications products developed by the HeForShe Brazil team or in support of HeForShe (each year)	2016 (Baseline)	15	N/A
	2017 (Milestone)	20	-
	2018 (Milestone)	25	Medium 30-69%
	2019 (Milestone)	30	Low 0-29 %
	2020 (Milestone)	40	3326
	2021 (Milestone)	50	3449
	2022 (Milestone)	900	2805
	2023 (Target)	900	-

INDICATOR STATEMENT	YEAR	BMTS	REPORTED RESULT
BRA_O_4.3G Number of Brazilian companies, universities and government institutions supporting and promoting HeForShe (cumulative)	2016 (Baseline)	50	N/A
	2017 (Milestone)	60	-
	2018 (Milestone)	70	72
	2019 (Milestone)	80	5
	2020 (Milestone)	90	416650
	2021 (Milestone)	100	459560
	2022 (Milestone)	450,000	551421
	2023 (Target)	500000	-

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
<p>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)</p> <p>Planned Budget: \$584.87 K</p> 	BRA_O_4.4A	2016 (Baseline)	Yes	N/A
	CO Strategic Note and Annual Work Plans incorporate Civil Society Advisory Group inputs	2017 (Milestone)	Yes	-
		2018 (Milestone)	Yes	-
		2019 (Milestone)	Yes	False
		2020 (Milestone)	Yes	3
		2021 (Milestone)	Yes	1
		2022 (Milestone)	3	19
		2023 (Target)	3	-

Actual Budget and Shortfall:
\$436.12 K

Shortfall: \$148.75 K



Expenses:

\$310.97 K



STRATEGIC NOTE OUTCOME PROGRESS NOTE

SHOWING DATA OF : **2022**

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

In 2022, UN Women Brazil CO effectively leveraged partnerships and resources in support of its mandate through proactive engagement with the public and private sector, as well as civil society and traditional donors. The CO repositioned its work with Private Sector stakeholders and established a cross-cutting CO Private Sector Task Force, which contributed to the improved and consistent engagement with the private sector engagement. These capacities resulted from lessons learned from the regional Win-Win Programme and ongoing initiatives such as Women's Empowerment Principles (WEPs), Unstereotype Alliance, partnership with Global Compact and the newly launched Elas Lideram programme, as well as the private sector actions in the scope of Moverse programme aimed at employment opportunities for migrant and refugee women. In partnership with the Instituto Lojas Renner, UN Women developed the second edition of Edital Empodera , a call for proposals which, in line with UN Women mandate, enhanced the technical and financial capacities of 21 organizations led by women, mostly black, trans and indigenous. Under the Unstereotype Alliance (UA), resources secured through a pool funding mechanism have allowed UN Women to implement the UA Brazil Journey with Grupo Boticário (a national leader company in beauty industry), resulting in 460 marketing professionals having enhanced capacities to recognize stereotypes and replace them in their daily work. Finally, through the Unstereotype Alliance partnered with private sector to eliminate harmful gender stereotypes in advertising. As a result 460 marketing professionals had enhanced capacity to recognize stereotypes thanks to participation of Grupo Boticário in the UA Brazil Journey methodology, of which 20 professionals had enhanced capacities to assess the advertising pieces produced by them as a result of their participation in training sessions and focal group facilitated by UN Women.