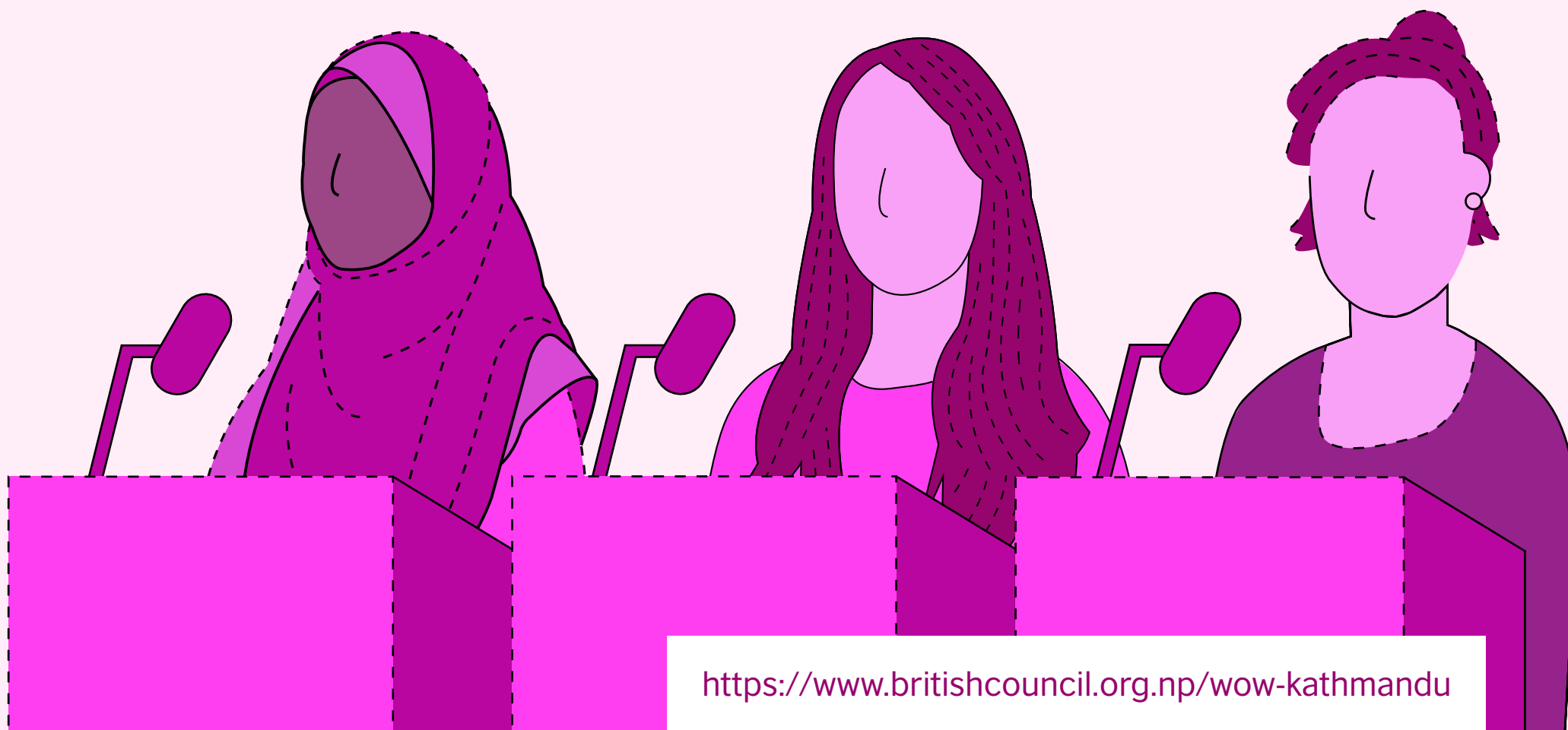


WOW KATHMANDU 2018



Evaluation report



<https://www.britishcouncil.org.np/wow-kathmandu>

WOW – Women of the World is a major global festival that celebrates the achievements of women and girls and looks at the barriers they face.

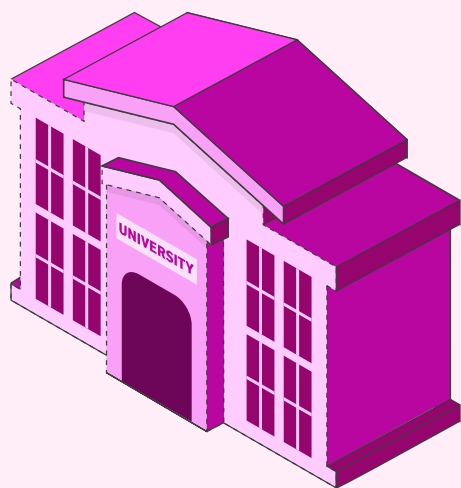
The festival was launched in 2010 by Jude Kelly, then Artistic Director of the Southbank Centre, to mark the centenary of International Women's Day. The festival now takes place in cities across the world and allows hundreds of women's stories to be shared and successes celebrated, providing inspiration and tools for change to women and girls everywhere.

Ideas for WOW Kathmandu 2018 were generated at a 'Thinkin' session, held in December 2017. Forty people participated in this event, including representatives from non-governmental organisations, the creative sector, business and industry, and education.

WOW Kathmandu 2018 took place on 17 February 2018 in a partnership between the British Council and the Southbank Centre.



Creating a lasting legacy: Venue Prep Project



IOE-Pulchowk Campus of Tribhuvan University was chosen as the venue for Kathmandu 2018, but the venue needed some attention to ensure it was suitable for the event. The British Council set up the Venue Prep Project with the aim of leaving a long-term legacy. A grant was awarded to Sujan Dangol, a local production manager with experience of large art events. Improvements included the creation of permanent ramps, public lighting and accessible bathrooms. Rohingya refugees were employed to work on the project alongside more than 200 students from the Department of Architecture.

Talking about social inclusion is one thing but shifting from words to deeds is indeed a totally different matter. No doubt that social inclusion is high on the agenda of many donors and international and National NGOs but this common commitment often struggles to get traction and hardly gets an impact.

Surely working to make the level playing field even is hard work and takes time and does not bring quick results.

Yet the British Council that, in the recent years has turned itself into something bigger and more meaningful than just promoting English culture and language, is setting an example on how resolve and will can make the difference into making Nepal a more inclusive nation.

*Simone Galimbretti,
Himalayan Times*

Curators

The festival programme was put together in partnership with local curating partners:



IPD



HCN

IMAGEARK

Image Ark

Festival partner:

SOUTHBANK CENTRE

Southbank Centre

Venue partner:



Tribhuvan University

Partners:



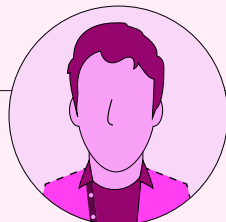
Clear TV



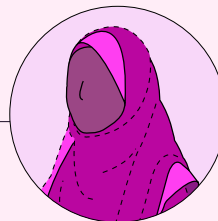
Subisu



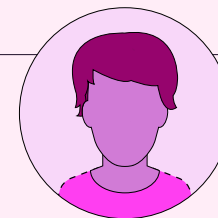
Attendance



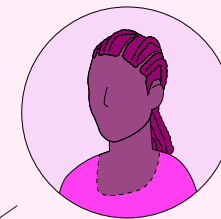
Male: 21%



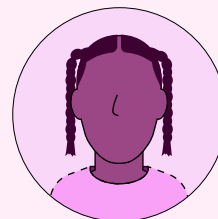
Female: 79%



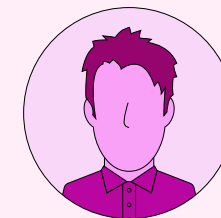
16-20: 27%



21-24: 44%



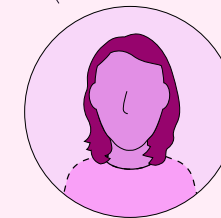
Under 16: 2%



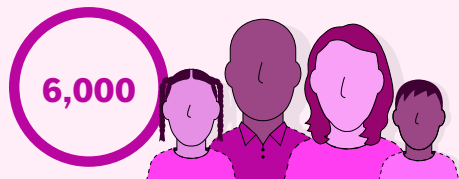
25-34: 21%



45+: 3%



35-44: 3%



6,000

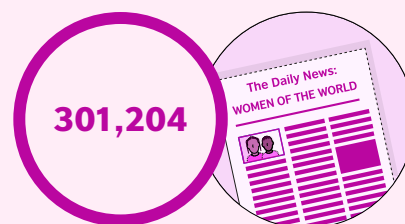
Attendees

Including women, men and children of all ages



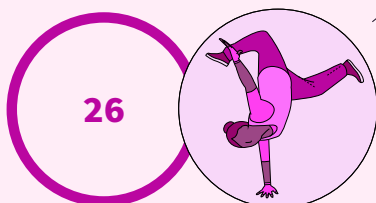
1,547,600

Social media



301,204

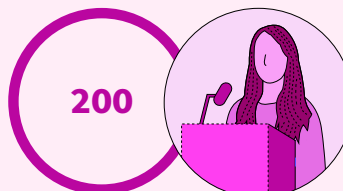
Media coverage



26

Artists

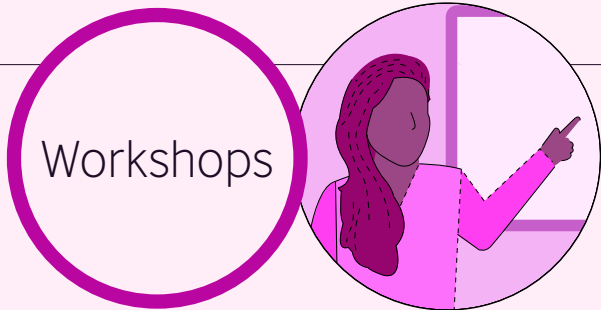
WOW Kathmandu worked with 26 artists from the UK and overseas



200

Volunteers, co-ordinators, curators and staff

Highlights



Workshops

Workshops included a masterclass on graphic novels and sessions on solo travel, financial planning, the legal rights of women and online safety. Almost 300 people took part in workshops.



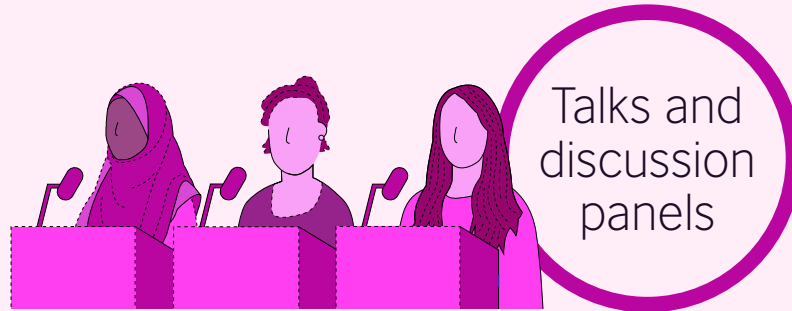
Marketplace

Sharing services and information from 30 individuals and organisations, included a recycling station and live weaving display, attended by more than 3,000 people.



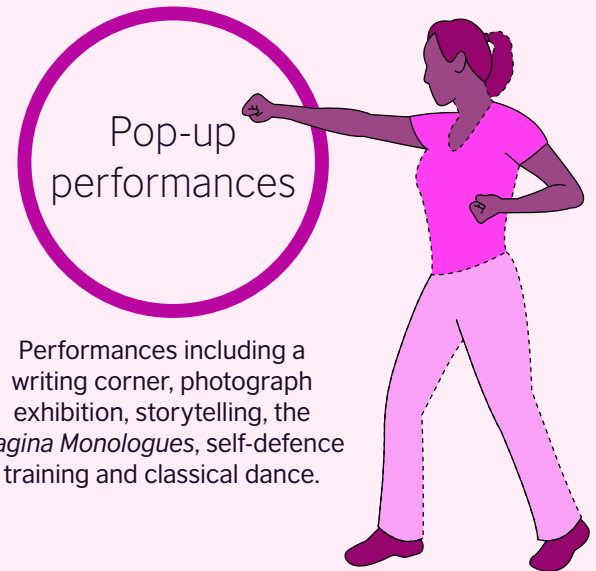
Bites

Short stories on a wide range of subjects, with 17 speakers, attended by a total of 420 people.



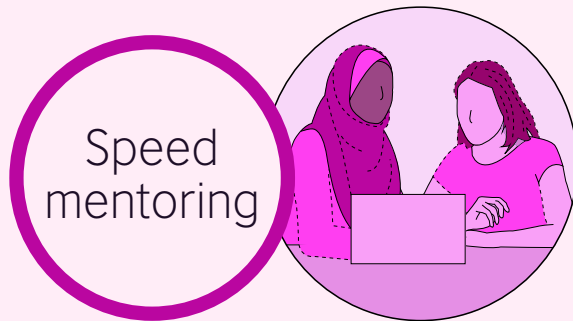
Talks and discussion panels

Covering topics including women and sexuality, girl power and women and skill, attended by 1,700 people in total.



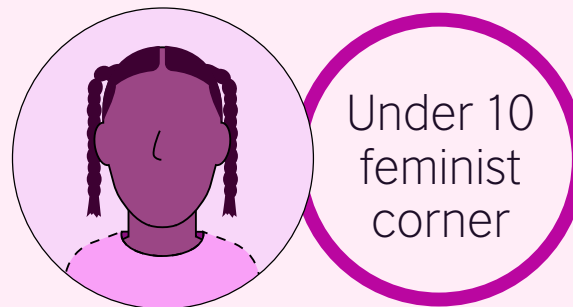
Pop-up performances

Performances including a writing corner, photograph exhibition, storytelling, the *Vagina Monologues*, self-defence training and classical dance.



Speed mentoring

Fast-paced mentoring sessions for young women with other women from a range of backgrounds. There were 45 mentors who consulted 45 mentees over three separate sessions.



Under 10 feminist corner

An area dedicated to some of the youngest attendees including discussions on gender stereotypes and staying safe online.

Audience satisfaction

Attendees at WOW were asked to complete evaluation surveys to provide feedback for future WOW events. More than 70 per cent of the audience were new to WOW.

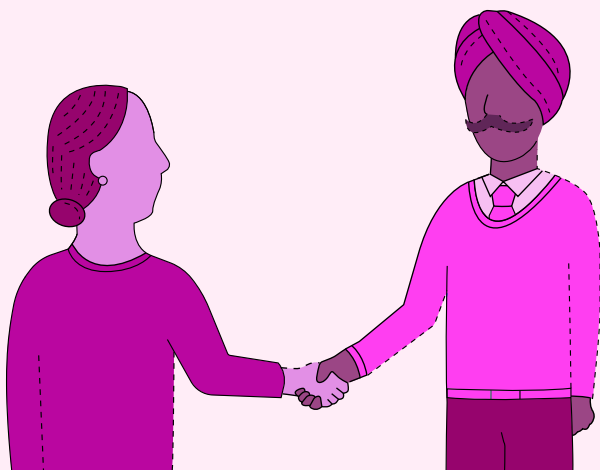
The evaluation also asked for views on the different elements of the event. The figures here show the percentage of attendees who either appreciated or really appreciated each strand of the event.

100
per cent

of attendees said they had an overall positive experience at WOW

100
per cent

of attendees said they will recommend WOW to others



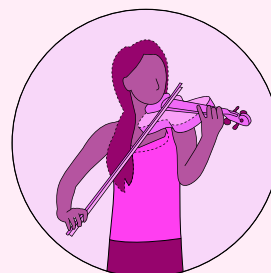
87% of attendees say they made new connections at WOW Kathmandu



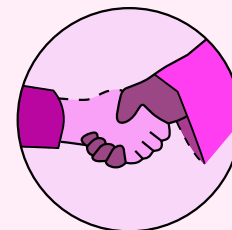
Panels 98%



Bites 99%



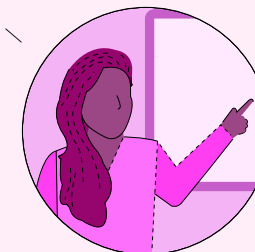
Performances 99%



Marketplace 79%



Speed mentoring 99%



Workshops 60%



Measuring the impact of WOW Kathmandu

A survey of audience members before and after the festival showed that WOW Kathmandu had a positive impact on attendees.

Responses from both male and female attendees showed that thinking has become more open towards women and girls, and there were significant increases in positive responses to the role, opportunity, value and rights of women and girls, showing that perceptions have been challenged and attitudes shifted.

I value the opinion of the opposite gender

+15%

I respect my female family members

+24%

Everyone, regardless of gender, has the right to study

+8%

Both men and women felt empowered after attending WOW Kathmandu.

I am free to make my own choices and decisions

+8%

Through my employment I can advance women and girls' rights

+11%

I can voice my opinion in public

+11%

It is my responsibility to advance women and girls' rights in Nepal

+12%

The focus on storytelling at WOW helped to create awareness of the struggles and successes women and girls have experienced.

I can learn about women and girls by listening to their stories

+16%

Audiences were more educated about women's rights:

I know my basic rights according to the Constitution

+15%

Government policies are in place to ensure equal rights for women and girls

+18%

Government policies regarding women and girls are adequately implemented

-14%

Yes, giving a platform for women and girls to share their stories and express their challenges has a positive impact on their lives. As we all know, some people in town and villages are not able to get a platform, and their talents are wasted. Stories are meant to be told to people and challenges are faced when given a situation, so giving a platform will give them a place where they can share their happy and sad life stories.

Festival attendee,
WOW Kathmandu

What will people do differently after attending WOW Kathmandu?

The programme has been really fruitful for me attending panels, talking to nuns and getting answers to some of my questions to life.

After attending WOW Kathmandu, I have imagined many different things and I have made many plans and I have changed my thoughts regarding the opinions of the family and society. I have started thinking about the next step of the future. I want a development in me, my family, my society and my country.

I think I'll be more confident and self-dependent.

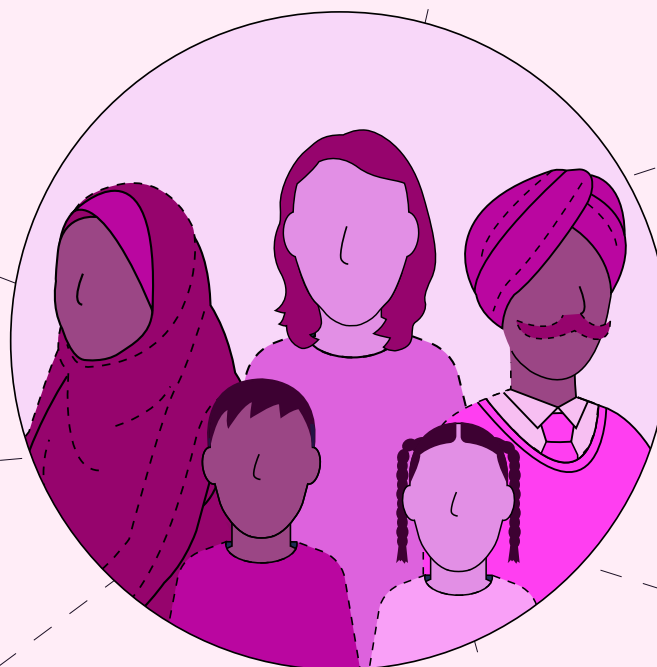
I would continue the awareness in my family and friends to motivate the change in my society.

I am also a youth activist. So, it adds further encouragement to work in the community. I can work better in future and yes, I believe we are strong.

I already have a different vision towards women. I would definitely raise my voice where women are being treated differently, and much more.

I feel I am better equipped to handle different situations due to the self-defence workshop I attended.

I want to change my mentality regarding women's empowerment because I never saw a difference between them in terms of capacity.



Quotes and feedback



'I believe it helps women to know that others too go through the same kind of (bad) experience that they do. When all women know that they don't stand alone, I believe they can change each other's lives for the better.' Participant



'I am very grateful to be introduced to this platform working for women with such enthusiasm and love. I have always dreamed of being part of women's empowerment. All I want to say is that your works are really worth appreciating. It would also be very good if these kinds of programmes are held in village areas where we can see actual problems related to females.' Participant



'Many economists have said, "We want your company to operate with wisdom and care, women are the best". We were the best, we are the best, we need a platform to share our talent. And, lastly I want to say all the women who are suffering from socially created problems: when life sucks you under, you can kick against the bottom, find the surface and start breathing. So, girls, it's your life. Be the one to stand for change. You have to start the change – nobody will do it for you, you have to do it for yourself.' Participant



'WOW Kathmandu 2018 festival is the wonderful chance for women to learn various things from the experiences of the great women or heroes. This society is also not far from the patriarchal thoughts which can stop a girl in getting their dreams. No matter how many obstacles we face, we must not stop working to achieve our dreams and goals. We have to fight with such kind of patriarchal thoughts of people and move on. We have to start this from our own home.' Participant

WOW Kathmandu was a powerful experience – on the whole the speakers/audience were really engaging. The atmosphere at the event was great! The choices of panel topics were representative of the context of women in Nepal and Kathmandu. All speakers were excellent and there were neither bad speakers nor moderators.

'Exhibitions added to the event, particularly works by Arantxa Cedillo of feminist icons of Nepal were a great addition. Volunteers were really helpful and a pervasive presence at the event. Work carried out at the event venue and the branding was good. The idea of a green room for speakers was excellent and translation was effective.'

Claudia Merhej, Southbank Centre



Conclusions and recommendations

- 1 Social media is the primary source of information for participants and visitors, with word of mouth the second most cited source.
- 2 Pre-event preparations should also involve participants and partners.
- 3 Some participants suggested WOW could have greater impact if it were held over a few days to give attendees the opportunity to participate in multiple activities.
- 4 Event management should be separated from artistic direction for the event.
- 5 There were proposals to hold WOW in other parts of Nepal and outside urban centres, to give women from rural areas a greater opportunity to participate.
- 6 Overall value can be added to the event through small details, for example the production of a digital booklet following the 'Thinkin' session and inviting the stunt riders to attend the press conference.
- 7 The Venue Prep Project was significant in creating a more accessible and inclusive university and a long-lasting British Council legacy.
- 8 Earlier training of volunteers and co-ordinators helped the event run smoothly.
- 9 Other parts of the British Council could be better included in the planning and delivery of the event.
- 10 More consideration should be given to event signage and design.