

**EQUAL  
MEASURES  
2030**

[equalmeasures2030.org](http://equalmeasures2030.org)

# FROM EVIDENCE TO ACTION

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**CREATING A WORLD  
WHERE NO GIRL OR  
WOMAN IS INVISIBLE**

A woman with a warm smile is the central focus of the image. She is wearing a vibrant, patterned headscarf in shades of red, white, and yellow, with a black and white geometric border. Her top is a bright red. She has a bindi on her forehead and is looking directly at the viewer. The background is slightly blurred, showing what appears to be an outdoor or semi-outdoor setting with some colorful items.

# ARE WE THERE YET?

## GIRLS AND WOMEN FACE DISPROPORTIONATE CHALLENGES

A woman dies from complications in pregnancy or childbirth

**EVERY TWO MINUTES**

On average, women earn

**77%**

of what men earn

Girls spend

**30 TO 50%**

more time helping around the house than boys

## GENDER EQUALITY: A FUNDAMENTAL RIGHT THAT BENEFITS US ALL

Every dollar spent on maternal, newborn and child health would bring up to

**\$120**

in benefits

Closing gender gaps in work would add up to

**\$28 TRILLION**

to the global economy

Educating girls in sub-Saharan Africa through secondary school would save

**1.8 MILLION**

lives a year





**WHEN  
THE  
FACTS  
DON'T  
SPEAK  
FOR  
THEM-  
SELVES**

Millions of girls and women are currently 'invisible,' preventing them from fully participating in their communities. Incomplete or missing data about the barriers they face, their potential to transform societies and what works to improve their well-being exacerbates this issue.

Equal Measures 2030 – an independent civil society and private sector-led partnership – envisions a world where no girl or woman is invisible.

Equal Measures 2030 connects data and evidence with advocacy and action, helping to fuel progress towards gender equality. That means making sure girls' and women's movements, rights advocates and decision makers have easy-to-use data and evidence to guide efforts to reach the Global Goals by 2030.

The partnership is a joint effort of: Asia-Pacific Resource and Research Centre for Women (Arrow), Bill & Melinda Gates Foundation, Data2X, the African Women's Development and Communication Network (FEMNET), International Women's Health Coalition, KPMG International, ONE Campaign, Plan International and Women Deliver.

**EQUAL MEASURES  
2030 ENVISIONS A  
WORLD WHERE NO  
GIRL OR WOMAN IS  
INVISIBLE.**

## OUR DATA APPROACH

We aim to create a data tracking tool to monitor a set of priority targets and indicators crucial to measuring progress towards gender equality. Using insights from the tracker, we will provide critical analysis and unique perspectives, highlighting gaps – including where data are not being collected or not being disaggregated by sex and age.

Our analyses will rely on the official indicators developed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs). These provide essential information about the real experiences of girls and women, but do not capture the full picture on their own. Therefore, as necessary, we will also use complementary indicators from other data sources – including citizen-generated data, data from NGOs, development agencies, and the private sector, and perceptions-based or values surveys – to help paint a fuller picture of progress and challenges.

Each of the Global Goals and targets is important on its own and each is meaningful to girls and women. But to maintain clarity and create a manageable and useful tool, Equal Measures 2030 aims to focus on a selection of targets reflecting key issues at various ages and stages of girls' and women's lives. The tracker currently includes 47 targets and 63 indicators covering 13 of the 17 Global Goals, including all of the targets under Goal 5, with its specific focus on gender equality.



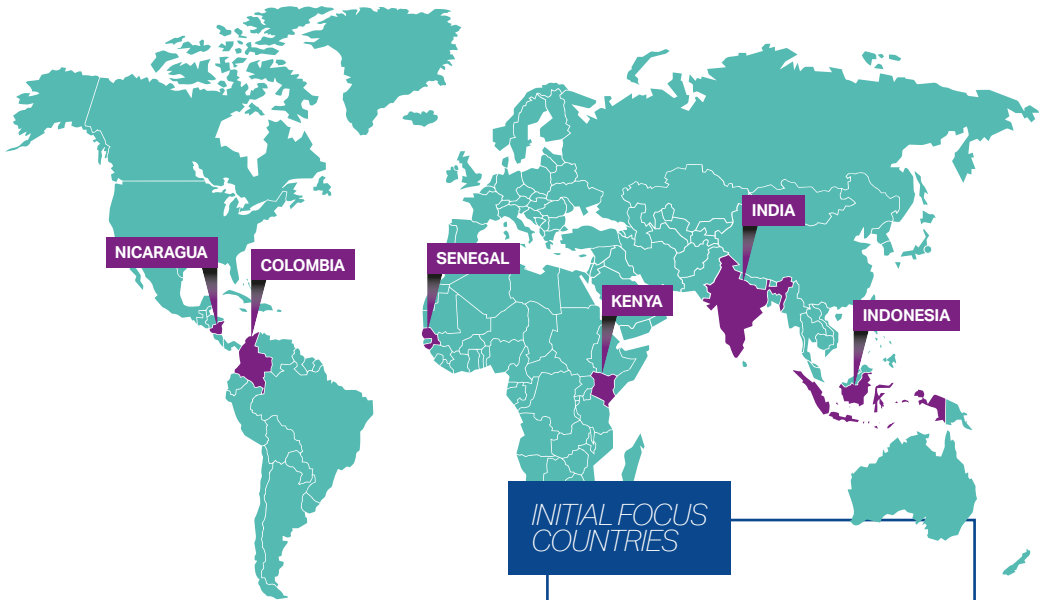
As with any selection process, some important decisions had to be made about what to include and what to leave out. To ensure our framework will become a solid reflection of the lives of girls and women during the Global Goals era, we welcome comments and feedback on key areas we may have overlooked, or on ideas for how to plug the existing gaps in our tracker with complementary data sources.

Download our draft data tracker at [equalmeasures2030.org](http://equalmeasures2030.org) and share your thoughts in our online survey.

## OUR ADVOCACY APPROACH

Social movements can be a powerful force for change when advocacy is backed by information and arguments that mobilize wide public support and also resonate with decision makers who have the power to act.

At the global and regional level, Equal Measures 2030 will campaign for improved measurement, investment and action for girls and women. This will include joining calls to advocate with United Nations agencies and other international organizations to address gaps in data quality, availability and use. The partnership will also encourage and facilitate the use of data for accountability by equipping advocates with the evidence needed to spur action for girls and women. Equal Measures 2030 will also join calls for strong and well-financed national statistics offices in all



countries, complemented by supporting quality citizen-generated and qualitative data that reflect the reality of girls and women.

Equal Measures 2030 will go beyond the numbers by presenting compelling and clear content – including stories, visualizations and more – that bring data to life. Our approach will be tailored to meet the needs of girls' and women's movements and rights advocates, particularly at local and national levels, but will also be made accessible to decision makers, business leaders, media, the private sector, the data community, academia and the general public.

Since we value transparency, we will ensure open access to our data, over time making Equal Measures 2030 a go-to resource for evidence-based policy and advocacy on gender equality as well as a broader resource for tracking gender and development-related progress.

**In an initial six focus countries – Colombia, India, Indonesia, Kenya, Nicaragua and Senegal – we will work closely with those who understand the local context to identify key national and regional influencing opportunities, create data tracking and advocacy tools, and build capacity so that decision makers are held accountable.**





## OUR VISION

A world where gender equality is achieved, and every girl and woman counts and is counted.

## OUR MISSION

We fuel progress towards gender equality by making sure girls' and women's movements, rights advocates and decision makers have easy-to-use data and evidence to guide efforts to reach the Global Goals by 2030 and leave no one behind.

## OUR VALUES

We work collaboratively and innovatively with a wide range of stakeholders who are committed to achieving the deep transformation needed for gender equality. We are independent, bold, transparent, participatory, inclusive and agile.

## OUR OBJECTIVES

### **COMPILE DATA AND EVIDENCE AND PROVIDE ANALYSIS**

using a range of quantitative and qualitative sources – to highlight gender gaps in outcomes, measure progress for girls and women, and identify evidence-based solutions.

### **WORK WITH GIRLS' AND WOMEN'S MOVEMENTS**

and other rights advocates, particularly in an initial six focus countries, to influence policies and decisions and achieve the Global Goals for girls and women through evidence-based advocacy.

### **ENGAGE DECISION-MAKERS WITH IMPROVED DATA, EVIDENCE AND ANALYSIS**

and advocate for better and more consistent gender data collection, analysis and use to accelerate progress towards gender equality.

A group of women of African descent are shown in a celebratory mood, with their arms raised in the air. They are wearing colorful, patterned clothing. The background is a solid purple color. The text "JOIN US: LET'S BUILD THIS TOGETHER" is overlaid in large, white, bold, sans-serif font across the center of the image.

**JOIN US:  
LET'S  
BUILD  
THIS  
TOGETHER**

At Equal Measures 2030 we are dedicated to working with a wide range of individuals and organizations. We are hungry for new ideas, inspiration and innovations and look forward to working together to inform, inspire, co-create, advocate and empower.

There are a number of ways we can join forces. We welcome interested individuals, NGOs, grassroots networks, companies, researchers, donors, academics, data designers, governments and multilaterals and others to get in touch.

### **If you are an individual**

#### **Stay connected to gender data.**

Sign up today to receive our newsletter and follow us on Twitter to keep up with all the latest news, find out about upcoming events and get involved in global campaigns.

### **If you are part of a girls' or women's movement or a rights advocate**

**Connect with us** to access critical tools and resources to use in your local advocacy efforts, help us identify key national and regional influencing opportunities, share data with us and support research by and for girls and women.

### **If your organization has data that tell important stories about girls and women**

**Help us paint a fuller picture.** Together we can generate a comprehensive understanding of the lives of girls and women and monitor whether progress towards equality is truly being made. Contact us to see how we can collaborate.



**SIGN UP  
FOR OUR  
NEWSLETTER**



**FOLLOW US  
ON TWITTER**



**DOWNLOAD  
OUR GLOBAL  
DATA TRACKER**



**SHARE YOUR  
THOUGHTS IN  
OUR SURVEY**



## **If you are a journalist or data visualizer**

### **Show us how you make data meaningful.**

If you have recently written about or visualized data for your own audiences, share your work with us so we can share it with others! Or get in touch to see how we can work together to bring new data stories to life.

## **If you are a policy maker**

### **Take action for girls and women.**

Make gender equality a reality by implementing national plans to reach the Global Goals and leave no one behind. Support calls for greater investment in improved gender data production and use. Make all plans, policies, budgets and data related to implementation of the Global Goals publicly available, transparent and accessible to non-technical audiences.

## **If you are from the private sector**

**Harness your brand power.** Leverage your skills, expertise, resources and passion for gender equality by joining us to raise awareness, build capacity, share data and work with key decision makers who can make transformational change possible.

## **If you are an interested donor**

**Seize the opportunity to invest in gender equality.** Support Equal Measures 2030 to achieve its vision of a world where no girl or woman is invisible.

# EQUAL MEASURES 2030 PARTNERS



**Asia-Pacific Resource and Research Centre for Women (ARROW)**, a regional non-profit women's organization based in Kuala Lumpur, Malaysia, strives to enable women to be equal citizens in all aspects of their life by ensuring their sexual and reproductive health and rights are achieved.

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**Data2X** is a collaborative technical and advocacy platform, housed at the United Nations Foundation and dedicated to improving the quality, availability and use of gender data in order to make a practical difference in the lives of women and girls. Data2X works to close gender data gaps, promote expanded and unbiased gender data collection, and use gender data to improve policies, strategies and decision-making in support of gender equality.

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**The African Women's Development and Communication Network (FEMNET)** is a regional, membership-based NGO set up in 1988 to share information, experiences, ideas and strategies among African women's NGOs to strengthen the capacity of women to participate effectively in the development of our continent. This is done through advocacy, capacity building, communication and networking.

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The work of Equal Measures 2030 is supported by the **Bill & Melinda Gates Foundation**. The foundation is committed to removing barriers so women and girls can thrive and to working with partners toward a world where every person has the opportunity to live a healthy and productive life.



**International Women's Health Coalition (IWHC)** advances the sexual and reproductive health and rights of women and young people, particularly adolescent girls, in Africa, Asia, Latin America and the Middle East. IWHC furthers this agenda by supporting and strengthening leaders and organizations working at the community, national, regional and global levels, and by advocating for international and U.S. policies, programs and funding.

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**KPMG International** brings extensive cross-industry expertise in responding to today's challenges and delivering bold solutions to meet the Global Goals. KPMG has a deep appreciation for the transformative impact of empowering women and girls. The company is engaged across the public and private sector in implementing solutions and working in partnerships that seek to create a more prosperous, resilient and inclusive world.

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**ONE Campaign** is an organization of more than 7 million people around the world taking action to end extreme poverty and preventable disease, and tackle gender inequality. ONE's 'Poverty is Sexist' campaign aims to influence leaders to adopt the key policies and decisions that place girls and women at the heart of the global development agenda.

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**Plan International** is an independent development and humanitarian organization that advances children's rights and equality for girls. Striving for a just world, the organization works together with children, young people, supporters and partners to deliver significant change for girls and boys, putting a special emphasis on gender equality.

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**Women Deliver** believes that when the world invests in girls and women, everybody wins. As a leading global advocate for girls' and women's health, rights and well-being, Women Deliver brings together diverse voices and interests to drive progress, particularly in maternal, sexual and reproductive health and rights. It builds capacity, shares solutions and forges partnerships, together creating coalitions, communication and action that spark political commitment and investment in girls and women.

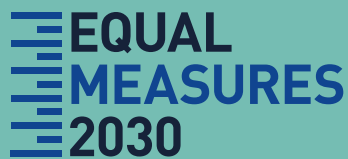


## SOURCES

- 1 World Health Organization, Maternal Mortality, Fact Sheet no. 348 (Geneva: WHO, Updated November 2016).
- 2 International Labour Organization, Women at Work: Trends 2016 (Geneva: ILO, March 2016).
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- 5 McKinsey Global Institute, The Power of Parity: How advancing women's equality can add \$12 trillion to global growth (London: McKinsey & Company, September 2015).
- 6 United Nations Educational, Scientific and Cultural Organization, The Hidden Crisis: Armed conflict and education, EFA Global Monitoring Report (Paris: UNESCO, 2011).

## PICTURE CREDITS

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The logo for Equal Measures 2030 is displayed on a light green rectangular background. It features a stylized icon of three horizontal bars of varying lengths on the left, followed by the text "EQUAL MEASURES 2030" in a bold, sans-serif font. The word "EQUAL" is in a lighter blue, while "MEASURES" and "2030" are in a darker blue.

**EQUAL  
MEASURES  
2030**

**GENDER EQUALITY, DATA, GLOBAL GOALS**

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