FROM EVIDENCE TO ACTION

CREATING A WORLD WHERE GENDER EQUALITY IS ACHIEVED, AND EVERY GIRL AND WOMAN COUNTS AND IS COUNTED
Girls and women face disproportionate challenges.

On average, women still earn 77% of what men earn.¹

One in three women will experience gender-based violence in her lifetime.²

Gender equality: a fundamental right that benefits us all.

Closing gender gaps in the labour force would add up to $28 trillion to the global economy.³

Educating girls in sub-Saharan Africa through secondary school would save 1.8 million lives a year.⁴
FROM LOCAL TO GLOBAL:
MOVING THE NEEDLE FOR GIRLS AND WOMEN THROUGH EVIDENCE-BASED ADVOCACY AND ACTION
ABOUT EQUAL MEASURES 2030

Equal Measures 2030 – an independent civil society and private sector-led partnership – envisions a world where gender equality is achieved, and every girl and woman counts and is counted. To reach this vision, we connect data and evidence with advocacy and action, helping to fuel progress towards gender equality.

That means, in part, making sure girls’ and women’s movements, advocates, and decision makers have easy-to-use data and evidence to guide efforts to reach the transformational agenda of the Sustainable Development Goals (SDGs) by 2030 and leave no one behind.

Equal Measures 2030 was formed in 2016 by a group of cross-sector partners who united their resources, skills, networks and ambition to use data and bring new and critical insights, stories and action to help achieve collective impact for girls and women.

The partnership is a joint effort of leading regional and global organizations from civil society, the development and private sectors, including: the African Women’s Development and Communication Network (FEMNET), Asian-Pacific Resource and Research Centre for Women (ARROW), Bill & Melinda Gates Foundation, Data2X, the International Women’s Health Coalition (IWHC), KPMG International, ONE Campaign, Plan International and Women Deliver.

Maximizing each partner’s strength, global reach and diverse experience, we have joined forces to tell the story of progress (and lack thereof) for girls and women against the targets and commitments of the SDGs.

For Equal Measures 2030, connecting evidence to action means using existing gender equality-related data, supporting calls to fill data gaps, and training and equipping advocates to use data and evidence in their efforts to call for accountability on SDG commitments.

When advocates and decision makers have the compelling evidence they need, they can better work to ensure girls’ and women’s rights become, and remain, a priority on the policy agenda and in efforts to achieve the SDGs.

WE ARE MEASURING PROGRESS FOR GIRLS AND WOMEN TO ENSURE GOVERNMENTS DELIVER ON THEIR PROMISES FOR EQUALITY BY 2030
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, advocates and decision makers have easy-to-use data and evidence to guide efforts to reach the SDGs 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

DATA AND ANALYSIS:
Using new approaches and technology to add value to relevant, timely, and disaggregated data and evidence to measure progress towards the SDGs for girls and women.

NATIONAL-LEVEL INFLUENCING:
Directly supporting girls’ and women’s movements and advocates to undertake coordinated, data-driven advocacy, and harnessing the power of cross-sector stakeholders to influence governments to achieve the SDGs for girls and women.

GLOBAL AND REGIONAL INFLUENCING:
Using our collective voice and creating effective data tools for global and regional stakeholders to use in building political will and influencing the policy agendas of national governments to achieve the SDGs for girls and women.
-data and analysis

At the global level:

Equal Measures 2030 is working to ensure that data and evidence is effectively used to track progress towards the wide-ranging commitments for girls and women across the SDGs. Where lack of data and evidence hampers our ability to track progress, we support calls for data gaps to be filled and for greater investment in such efforts.

At the global level, Equal Measures 2030 is tracking progress towards the SDGs for girls and women by evaluating national gender-related laws and policies as well as the resourcing, financing and outcomes of those decisions, through a new SDG Gender Index.

In order to measure whether countries are on track to meet the ambitious goals of the SDG framework, and achieve gender equality, Equal Measures 2030's Index compiles data on a wide-range of issues at the national level that are crucial to the rights of girls and women (from health and education to economic empowerment), and that extend beyond just Goal 5 (the SDG dedicated specifically to gender equality).

Our Index starts with the official SDG indicators adopted by the United Nations and the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs), but also goes beyond these measures. We use indicators from complementary data sources – including where possible data from NGOs, development agencies, civil society and the private sector – to help paint a fuller picture of progress and challenges for girls and women.
At the national level:

In order to meet the needs of advocates and decision makers in our six initial focus countries (Colombia, El Salvador, India, Indonesia, Kenya and Senegal), we go beyond the data compiled for our Index to gather country-specific data sources to better track progress towards the SDGs for girls and women in that country. We also delve further into specific gender-related themes or issues – driven by the priorities of our national influencing partners.

We draw on official and complementary data specific to that country, and generate data visualizations, research and stories to ensure that data and evidence is driving advocacy and action in our focus countries.

Data alone do not change the world, but they can empower advocates by revealing insights, shedding light on specific contexts for marginalized groups, identifying needs, and informing which policies work in what context and which do not. Advancements in our current knowledge about the lives and well-being of girls and women are critical to reaching the SDGs by 2030.
National-level Influencing

Equal Measures 2030 believes that better quality, easy-to-use data and evidence can drive change globally and in the countries where we work, and this belief drives our national influencing model.

We provide technical and financial support to girls’ and women’s rights organizations in six countries and equip them with data and evidence-based tools to power their advocacy and amplify their influence at national and sub-national levels.

In order to strengthen advocates’ effective use of data, we developed a pilot ‘data-for-advocacy’ training that aims to improve data literacy skills and strengthen advocates’ understanding of how to interpret and present data and evidence to achieve advocacy impact.

Equal Measures 2030 further supports our national partners and their networks to better influence decision makers to ensure the right laws, policies and budget allocations are put in place to address key gender equality issues, such as sexual and reproductive health and rights, political and economic empowerment, education, and child marriage, amongst others.

Alongside our national partners, and through the network of our nine core partners, we work to build political will and influence the policy agendas and resource allocation of national governments in order to achieve the SDGs for girls and women.

Where We Currently Work

El Salvador, Colombia, Senegal, Kenya, India, Indonesia
GLOBAL AND REGIONAL INFLUENCING

Equal Measures 2030 works with influencers across civil society, the private sector, the media, multilateral institutions, and beyond to help create a "race to the top" for national governments to achieve gender equality in line with the SDGs.

Combined with compelling storytelling, a mixture of qualitative and quantitative data can serve as tools to help drive policymakers to recognize issues that have previously been ignored or under-prioritized. And where political will is lacking, a gender equality movement that engages the public with powerful stories and data – driven by the collective voice of our partners – can help build momentum to move an issue to the top of the policy agenda.

In all of our communications work, Equal Measures 2030 aims to go beyond the facts and figures by presenting compelling and clear content – including human-centered storytelling, success stories, scorecards, visualizations and more – that brings data to life. By adding more value to data – through analysis, storytelling, and the creative use of technology and other tools – we are better able to go beyond the numbers and produce further evidence that inspires and drives real change.

EM2030’s DATA AND CONTENT-DRIVEN ONLINE PLATFORM

- In September 2018, Equal Measures 2030 will launch an interactive online platform that brings together our global, regional and national data and influencing products, including EM2030’s SDG Gender Index.

- The online platform will contain data visualizations, stories behind the data, advocates survey findings, partner and industry resources and more. Data dashboards and country profiles will be used to drill down from the Index to deeper analysis and storytelling on specific themes, goals and targets.

- Our approach will be tailored to meet the needs of girls’ and women’s movements and advocates, particularly at local and national levels, but will also be made accessible to decision makers, the media, the private sector, civil society and beyond.

- Our interactive and easy-to-use online platform aims to become a go-to resource for evidence-based policy and advocacy on gender equality and a broader resource for tracking gender and development-related progress.
In 2017, Equal Measures 2030 interviewed more than 100 policymakers in Colombia, India, Indonesia, Kenya, and Senegal to understand their perception of progress on gender-related issues and their access to and use of data to inform decisions.

This survey was the first research study carried out by Equal Measures 2030. The findings reinforce that more needs to be done to ensure that data and evidence is relevant and used to guide policymakers in making informed decisions to reach the SDGs for girls and women.

We invite you to read the report, found on the Equal Measures 2030 website.

COMING SEPTEMBER 2018:
ADVOCATES, DATA AND GENDER EQUALITY

The next report will feature insights from hundreds of advocates surveyed who are working on gender equality worldwide. The report aims to capture the views of advocates on gender equality, on measurement and indicators of progress, and on their use of data and evidence in their work.
GET INVOLVED

Equal Measures 2030 was founded by a joint desire for collaboration and partnership. As a critical part of our strategy, we are always looking to engage organizations, companies and individuals who share our vision of a world where gender equality is achieved and every girl and woman counts and is counted.

If you are part of a girls’ or women’s movement or an advocate
Stay in touch as we expand our sub-granting model and connect with us to access advocacy-related tools and resources, help us identify key national and regional influencing opportunities, share data with us and support research by and for girls and women.

If you are from the private sector
Work with us. Leverage your skills, expertise, resources and passion for gender equality by joining us to raise awareness, build capacity, share data, invest to make our work possible and work with key decision makers who can make transformational change possible.

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.

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 an individual
Become a part of the EM2030 community. Subscribe to our newsletter, follow us on Twitter, Facebook and LinkedIn and help us to amplify our vision, mission and mandate.

To learn more about our work and discuss areas of collaboration, contact info@equalmeasures2030.org
The 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.

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.

Asian-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.

The Bill & Melinda Gates 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, productive life. The work of Equal Measures 2030 is supported in part by the Bill & Melinda Gates Foundation. Foundation staff also participate in the partnership, where appropriate.

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.

The 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.
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.

ONE Campaign is an organization of more than 9 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.

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.

Women Deliver knows 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. Women Deliver builds capacity, shares solutions and forges partnerships, together creating coalitions, communication and action that spark political commitment and investment in girls and women.

SOURCES
