



# EQUAL MEASURES 2030

GENDER EQUALITY. DATA. GLOBAL GOALS.

## Coming Up in 2018

In September 2018, Equal Measures 2030 will launch an **interactive online platform** that brings together our open-access global, regional and national data and influencing products, including the **Global Gender Equality Index**.

The online platform will contain data visualisations, stories behind the data, advocate 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.

**“Bringing private sector data capabilities to the table can provide innovative approaches, best practices and resources to help overcome the challenges of missing or insufficient data.”**

**Timothy A.A. Stiles, *Global Chair of International Development Assistance Services, KPMG***

## MEASURING WHAT MATTERS Harnessing the Power of Business and Data to Drive Gender Equality

**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 achieve this, **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 Sustainable Development Goals (SDGs) by 2030 and leave no one behind.

### Why Gender, Why Data, Why Now?

Data alone does not change the world, but it can empower advocates by revealing insights, shedding light on marginalized groups, identifying needs, and informing which policies work in what context and which do not, in the drive for positive and lasting progress towards equality. This information will be critical to reaching the SDGs by 2030.

### 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 Influencing:** Directly supporting girls’ and women’s movements and advocates to undertake data-driven advocacy, harnessing the power of cross-sector stakeholders to influence governments to achieve the SDGs

**Global & Regional Influencing:** Using our collective voice and harnessing global and regional stakeholders to utilize gender-related data to build political will and influence policy agendas

### Working Together

Equal Measures was founded by a joint desire for collaboration and partnership. As a critical part of our strategy, we are always looking for 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.

# SUPPORTING DATA-DRIVEN ADVOCACY

Equal Measures 2030 believes that better quality, easy-to-use data and evidence can drive change globally and in the countries where we work.

A primary component of our work is sub-granting to support and amplify the efforts of local and national girls' and women's rights organizations in 6 current countries to undertake coordinated, data-driven advocacy to influence the gender equality issues in the implementation of the SDGs



## HOW BUSINESS CAN GET INVOLVED

Share data to help us track progress in innovative ways.

Leverage technology and other solutions to communicate that data in innovative ways.

Invest in the efforts to amplify stories across more countries and spaces and support more advocates.

Utilize the influence and voice of business in creating a race to the top on gender equality.



## A Cross-Sectoral Effort

The private sector can play an instrumental role in advocating for the rights of girls and women – with investors and business leaders using their voice to advocate for gender equality laws and policies, policymakers will listen.

The influence held by businesses is substantial, and when combined with a strong evidence base, the power to amplify the call for equal rights can be harnessed towards transformative change.

## Platform of Partnership

During last year's World Economic Forum, United Nations Secretary-General António Guterres spoke about the essential role of the private sector to ensure the SDGs are effectively achieved. He called for a new platform of partnerships, to strengthen dialogue and cooperation between governments, international organizations and the private sector.

This collaborative energy needs to be fuelled by data, ensuring that our joint work is founded on a strong evidence-base.

## Harnessing Skills, Resources and Data

Whether it's through leveraging their technologies to collect data, tapping into their innovation to disseminate messaging, or utilizing their existing data to tell important stories of progress for girls and women, the private sector has resources that must be leveraged if we are to reach the SDGs by 2030

## An Invitation to Collaborate

Equal Measures 2030 is issuing an invitation to the private sector. Whether as investor, collaborator or partner, we're seeking your support to ensure that evidence becomes action and gender equality is achieved.

**Contact us today and learn how your business can get involved to make a difference.**

### EQUAL MEASURES 2030 PARTNERS



## CONTACT US

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