



# We are Equal Measures 2030

**EQUAL  
MEASURES  
2030**

**GENDER EQUALITY. DATA. GLOBAL GOALS.**

## Strategic Plan 2020-2025

**Equal Measures 2030 is a collaboration of national, regional and global leaders from feminist networks, civil society, international development and the private sector.**

We connect data and evidence with advocacy and action on gender equality, to transform the lives of women and girls and realize the Sustainable Development Goals (SDGs.)



# A critical moment. A new strategy.

It is more than 25 years since 189 countries committed to the Beijing Platform for Action by advancing women's rights. And we have less than 10 years until the 2030 deadline for achieving the SDGs and their promise of gender equality.

Equal Measures 2030's SDG Gender Index shows that not a single country has yet achieved gender equality.

**This Strategic Plan 2020-2025 is founded on the belief that data can expose gender inequality and injustice, motivate change, and drive accountability.**

From 2020 to 2025, working with women and girls and across feminist organizations and movements, Equal Measures 2030 will catalyse change through data-driven advocacy aimed at holding governments and policymakers accountable.

**Rapid change on gender equality is possible. This is our plan.**

## Powered by our values

- ▶ We are guided by feminist principles and a belief in the importance of gender justice
- ▶ We are collaborative and believe in the power of women's collective action
- ▶ We are rigorous in our analysis and transparent about our methodology and approach
- ▶ We are outspoken
- ▶ We listen and learn

# Our theory of change

## Our vision



A just, peaceful and sustainable world, where all girls and women have equal power, voice, opportunity and access to their rights, in line with the SDGs.

## Our mission

We connect data and evidence with advocacy and action on gender equality to transform the lives of women and girls. We believe that data can expose inequality and injustice, motivate, change and drive accountability.



Gender equality policies, laws and budgets are adopted and fully implemented.



Policymakers are informed and motivated about policy, law and budget changes needed to achieve gender equality.



Policymakers demonstrate commitment to policy, law and budget changes needed to achieve gender equality.



Advocates effectively use data to influence and hold decision-makers accountable for achieving gender equality.



Advocates have increased capacity to effectively use data in their advocacy.



Advocates have increased access to data, analysis and tools to track progress on a wide range of gender equality issues.



# Our ambition

Within five years, Equal Measures 2030 will be a leader in promoting the use of data by advocates to monitor progress and hold governments accountable for gender equality commitments across the SDGs.



## Three Strategic Objectives

By 2025, we will have:

- 1** Developed and disseminated **demand-driven data, visualizations, analysis and tools (including our flagship SDG Gender Index)** to monitor progress and hold governments accountable.
- 2** Worked across our partnership, and in collaboration with feminist organizations and movements, to **strengthen capacity to use data in advocacy** and share expertise in data-driven advocacy.
- 3** Used the **collective voice of our partnership and increased funding for feminist organizations** to raise gender equality up the political agenda at all levels.

## The Equal Measures 2030 SDG Gender Index

Equal Measures 2030's flagship data product, the SDG Gender Index, is the most comprehensive tool available to measure gender equality across the SDGs. It serves global, regional and national advocacy and accountability efforts.

The 2019 Index Index measures progress in **51** gender issues across various SDGs in **129** countries representing 95% of girls and women in the world. Our 2020 Bending the Curve report examined past trends on five of those issues. The next Index is due out in early 2022.

## Making change happen by 2025

How will we work towards gender equality:

### By developing and disseminating data, analysis, and tools

- ▶ Maintaining and improving the SDG Gender Index to robustly track progress on gender equality across the SDGs.
- ▶ Developing innovative data analysis approaches and tools on key thematic issues within the Index.
- ▶ Increasing uptake of the SDG Gender Index and our other data and tools among advocates and champions from various sectors.
- ▶ Connecting advocates with gender data from other data producers

### By developing capacity in data-driven advocacy

- ▶ Supporting gender equality advocates' data literacy, capacity and learning and building a community of data-driven advocacy experts.
- ▶ Providing technical advice to partners to create their own tools that track and visualize local and national gender data.

### By conducting advocacy in partnership

- ▶ Building long-term partnerships with, and contributing funding to, feminist organizations and movements to support their data-driven advocacy for gender equality at local and national levels.
- ▶ Leveraging regional and global advocacy, communications and event platforms to amplify and support the advocacy efforts of our national partners.
- ▶ Using the collective voice of our partnership to galvanize support for gender equality from government decision makers and other champions.



## Equal Measures 2030's current focus countries

Indonesia

Guatemala

Colombia

Senegal

Burkina Faso

Kenya

India



# Gender equality today

- ▶ No country has fully achieved the promise of gender equality envisioned in the SDGs, according to the 2019 SDG Gender Index.
- ▶ Nearly half of the world's girls and women live in countries that received a "failing grade" on gender equality in the 2019 SDG Gender Index.
- ▶ 2.1 billion girls and women live in countries that won't reach key gender equality targets by 2030 at the current pace of progress.
- ▶ Rapid change is possible: If every country followed the pace of fast-moving countries over the next decade, three-quarters of the world's girls and women could be living in countries that will have met key gender equality targets by 2030.



# Our impact

*“Stories moved me, but data changed me.”*

## The power of data for gender equality

*“I no longer see the world the same: when I see numbers, I see the faces of those behind the statistics, and I am no longer able to live with what I see without doing something. Stories moved me, but data changed me.”*

**Respondent to the 2018 Equal Measures 2030 Global Advocates Survey**

## Grassroots women's advocacy in Kenya

In part due to support from Equal Measures 2030, GROOTS Kenya has built the national and international profile of its network of grassroots women so they are more widely recognized by government leaders, multilateral institutions, and other women's organizations as credible partners when it comes to data. *“When we have the facts, we are listened to.”*

**Winrose Mwangi, a grassroots member of GROOTS Kenya**

## Changing the law on marriage for girls in Indonesia

With support from Equal Measures 2030, KAPAL Perempuan focused on raising the national legal age of marriage for girls in Indonesia. Working with other women's rights organizations, KAPAL ran campaigns at the local level to influence decision-makers and engaged directly with policymakers in the national government.

They also used quantitative data and narrated stories of child marriage survivors. Their goal was achieved in September 2019, when the Indonesian parliament voted overwhelmingly to raise the legal age of marriage for girls to 19 years from 16 years, the same age as boys. KAPAL attributed this success in part to increased local-level data which strengthened the evidence base on the issue.



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