



Storytelling with Data Fellowship



Feminist movements, networks, advocates, and organizations have always been at the heart of the fight for gender equality. They challenge deep-rooted inequalities, push for policy changes, and hold leaders accountable. Yet, despite their important role, these movements often operate with far less funding than large development organizations. The reality is that when feminist movements are well-resourced and equipped with strong, accessible data, they don't just advocate for change—they make it happen. Data strengthens their demands, giving them the evidence needed to challenge harmful policies, push for better laws, and hold decision-makers accountable. History shows that the most transformative social and policy shifts—whether in gender equality, labour rights, or reproductive justice—have been fuelled by grassroots feminist movements armed with facts, stories, and a clear vision for change.

That's where Equal Measures 2030 (EM2030) comes in. We work to make gender data not just accessible but actionable. 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. Our flagship product, the 2024 SDG Gender Index is full of powerful insights on the state of gender equality worldwide. Using the index, we take data beyond reports and spreadsheets. But here's the challenge: How do we turn it into compelling stories and narratives that move people to action?

Using the SDG Gender Index, we go beyond numbers in reports—we make data actionable. But having the data isn't enough. The challenge isn't just how to turn it into compelling stories; it's ensuring that advocates even know this data exists—and that they recognize its relevance in their own work. Many gender advocates, activists, and policymakers still don't have easy access to the data they need, or they struggle to see how global gender statistics connect to their lived realities and local challenges. When data remains abstract or

disconnected, it doesn't get used to push for policy change, mobilize communities, or hold leaders accountable.

This fellowship is about breaking that disconnect. It's about getting gender advocates to see data as a tool they can wield—one that strengthens their storytelling, fuels their activism, and makes their demands for change impossible to ignore. The real challenge? It's not just about storytelling. It's about shifting who gets to tell these stories, how they tell them, and ensuring that feminist advocates everywhere can use data to shape narratives that demand action. Through blogs, videos, podcasts, interactive data visualizations, and even art, we will work with feminist advocates to bring gender data to life —working together to shift narratives, shape policies, and mobilize action for a more gender equal world.

Objectives

The Storytelling with Data Fellowship aims to

1. Enhance Index dissemination through thought leadership and storytelling, ensuring that data reaches diverse audiences in compelling ways.
2. Enhance the dissemination of the SDG Gender Index by equipping feminist storytellers to translate data into compelling narratives that reach diverse audiences.
3. Increase the visibility and impact of EM2030's work by integrating key data insights into engaging storytelling formats, making gender data more relatable and actionable.
4. Empower feminist advocates with the skills to use data in storytelling—helping them shape narratives that influence policy, mobilize communities, and strengthen advocacy efforts.
5. Produce high-quality, diverse storytelling outputs (blogs, videos, podcasts, infographics, illustrations, and more) that can be leveraged across reports, presentations, media engagements, and social media campaigns.
6. Broaden the reach and influence of Index findings by ensuring that journalists, policymakers, funders, and grassroots advocates can easily access and apply the data in their work.
7. Foster a lasting network of feminist storytellers who will continue to use data-driven narratives for advocacy beyond the fellowship, strengthening long-term engagement with gender data.

Audience

The fellowship will engage a diverse group of stakeholders to maximize its impact. Based on EM2030's audience mapping, the key target groups include

Primary Participants (Fellows)

- Feminist storytellers, journalists, and data advocates from Latin America & Caribbean, Asia, and Africa (2 per region).
- Grassroots feminist organizations looking to integrate storytelling into their advocacy work.
- Gender equality influencers who can amplify Index insights in their communities.

End Users of Fellowship Outputs

- Journalists and media professionals covering gender equality issues.
- Global and regional feminist organizations that can leverage storytelling for advocacy.
- Policymakers who need accessible data narratives to push for policy changes.
- Funders and donors interested in investing in feminist movements and gender data storytelling.
- General public and grassroots movements seeking data-informed narratives to support their activism.

Bringing Stories to Life- *How the fellowship will be structured*

Over the course of **six months**, (we foresee fellows spending between 120-180 hours over 6 months) the Storytelling with Data Fellowship will take feminist advocates on a journey—one that transforms raw gender data into compelling narratives that demand attention and action. The fellowship is **structured into four key phases**, each designed to guide fellows from **data exploration to storytelling and dissemination**.

1. **Onboarding (April 1st)**- Fellows will dive into the 2024 SDG Gender Index, unpacking regional trends and challenges while identifying key gender data stories in their local contexts.
2. **Mentorship & Training (April - May 2025)** Through hands-on workshops and one-on-one guidance, fellows will learn how to craft powerful narratives, visualize data, and tailor their stories for different audiences.
3. **Storytelling Production (June – August 2025)** With support from EM2030, fellows will bring their ideas to life—creating blogs, videos, podcasts, infographics, and more.
4. **Dissemination & Amplification (September 2025)** The final phase focuses on finalizing high-quality storytelling products that will be disseminated on all EM2030 communication platforms.

Each cohort will include **six fellows—two from each region (LAC, Asia, and Africa)**. They will not only develop individual projects but also collaborate across regions, sharing experiences, refining their skills, and learning how different gender challenges intersect globally. By the end of the fellowship, these feminist storytellers will have produced a range of high-impact storytelling products, ready to be featured across Equal Measures 2030's platforms, advocacy reports, and global campaigns. More importantly, they'll leave with the skills and confidence to continue using gender data to push for equality—long after the fellowship ends.

Fellows should expect to dedicate an average of 5-8 hours per week over six months. The time commitment will be higher during the storytelling production phase, where fellows will be actively creating and refining their work. We encourage applicants to consider their capacity before applying.

Outputs

Each fellow will create **two storytelling pieces**, selecting formats that align with their skills, style, and the audiences they want to engage. While they have the freedom to focus on formats, they are most passionate about, they are also encouraged to **explore new approaches and experiment with different storytelling methods** to amplify their message.

Collaboration is a key aspect of this fellowship. Fellows will have opportunities to **work together across regions and formats**, bringing diverse perspectives to their stories and showcasing how gender challenges intersect globally.

- For example, a fellow might create a **zine** exploring a key gender challenge in their region and pair it with a **TikTok series** to connect with younger audiences.
- Another might produce **Instagram reels** and team up with a fellow from another region to work on a **video series** that highlights shared gender issues across different contexts.
- Or, combining a photo essay with a podcast or pairing street art with a social media campaign.

This emphasis on teamwork ensures that the storytelling outputs are not only impactful but also enriched by collective creativity and cross-regional insights. By encouraging collaboration, the fellowship fosters a network of feminist storytellers who can support and inspire each other, ensuring their narratives have a broader reach and deeper resonance.

The idea is to give fellows the freedom to be creative—whether it’s a personal blog, an infographic, a podcast, or something entirely unique—and to encourage collaboration where it makes sense. By the end, their work will reflect their voices.

Dissemination- *Stories to the right audiences*

The powerful stories created through this fellowship won’t just sit on a website or in a report—they will be actively integrated into EM2030’s work to ensure they reach the audiences who need to hear them most. These stories will help bring data to life in key spaces where gender advocacy happens. They will be featured in EM2030’s reports and publications, ensuring that policymakers, funders, and advocates see the real-world impact behind the numbers. They will also be used in presentations, panels, and advocacy events, where lived experiences and data must work together to push for meaningful change.

Beyond that, these stories will play a role in donor engagement, demonstrating why investing in feminist movements and gender data is critical. And to reach even wider audiences, they will be shared across EM2030’s digital platforms—from social media campaigns to newsletters and website features—so they can spark conversations, inspire action, and connect with communities around the world.

Stipend

Each fellow will receive a **stipend of \$500** to cover the fellowship duration.

- The stipend will be paid in **two instalments**-
 - **50% at the start of the fellowship** after onboarding.
 - **50% upon successful submission of final outputs.**

This stipend is intended to cover any costs related to the production of their storytelling pieces, such as tools, software, or other expenses. Please note that **no additional funds will be provided** beyond the stipend, so fellows are encouraged to plan their projects and expenses accordingly.

Contact Information

To apply to this fellowship, [fill out this application form](#) by March 9th. For any queries or questions please contact info@equalmeasures2030.org

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- **Website:** equalmeasures2030.org
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