

Equal Measures 2030

Our Impact

Report

2022

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BACK TO NORMAL IS **NOT** ENOUGH

Today, none of us lives in a country that has achieved the full promise of equality envisioned in the Sustainable Development Goals (SDGs), nor are most countries on track to achieve those goals by 2030. As the 2022 Goalkeepers report points out, we're halfway to this deadline, and progress on gender equality remains slow, even stalling.

The EM2030 Index data shows that the world won't reach gender equality until at least 2108— nearly a century later than we'd hoped.

The pandemic has shone a light on the gender fault lines that were hampering progress towards the SDGs long before COVID-19. We also know from our networks of partners that the COVID-19 pandemic has exacerbated gender inequality and hit women and girls hard, affecting their education, bodily autonomy, safety, and their access to decent work. Our partners have also voiced concerns about wider trends made worse since the pandemic: lack of representation of women in leadership positions (including COVID-specific decision-making bodies) and rising anti-rights and conservative movements.

There is an ever greater need to speak up for the rights of women and girls and yet our partners also express how pandemic restrictions made it even harder to do their critical

advocacy and campaigning work: loss of in-person events, workshops and influencing meetings, the need to overcome digital access gaps, further shrinking of space for civil society, and the challenge of advocating virtually.

These are the challenges we face. So, what is Equal Measures 2030 and our partner organizations doing about it?

In our first-ever Impact Report, you will see how our work with feminist organizations and networks has been transforming lives through data-driven advocacy.

And, how our partners have engaged with policymakers at the national, regional and global levels to change laws, budgets and practices.

This is 'factivism': using credible and timely data to expose gender inequality and injustice, motivate change, and drive accountability.

To everyone involved in this unique collaboration, I say a heartfelt thank you. To everyone else, please join us. Together we can ensure that data gets used to drive positive change for women and girls around the world.

**Allison Holder, Executive Director,
Equal Measures 2030**

Who we are ?

Equal Measures 2030 (EM2030) is a collaboration set up in 2016 of national, regional and global leaders from feminist networks, civil society, international development and the private sector.

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 Sustainable Development Goals (SDGs).

Our mission

We connect data and evidence with advocacy and action on gender equality, in line with the SDGs. We believe that data can expose inequality and injustice, motivate, change and drive accountability.

The **FIGHT** for gender equality in 2022

Our SDG Gender Index shows that

more than 50% of countries

worldwide have been moving in the right direction on gender equality.

However

more than 3billion girls and women

still live in countries with 'poor' or 'very poor' Index scores for overall gender equality.

less than

25% of countries

are making 'fast progress' towards gender equality;

1/3 of countries are either making 'no progress' at all or are 'moving in the wrong direction'.

EM2030's current focus countries and regions:



Making **CHANGE** happen

We ensure advocates have increased access to data, analysis and tools to track progress on a wide range of gender equality issues

1 We released the 2022 SDG Gender Index, our flagship data product.

◆ **The Index is the most comprehensive global index available to measure gender equality. It provides a global picture of progress (or the lack of it) on gender equality across 144 countries and 56 key issues for women and girls.**

- ◆ Data and findings from the Index influenced the conversation about gender equality around the world.
- ◆ The 2022 Index has already featured in more than 180 news pieces reaching an audience of nearly 300 million people.
- ◆ Four bespoke Tableau-driven data visualizations allowed users to explore and manipulate the Index data by country, region, SDG, issue and more.

◆ **Our Data Hub attracted nearly 80,000 visitors in the last year, with traffic doubling from the year before.**

- ◆ The Index has been formally audited by independent global experts, and their report has found the Index to be a rigorous, transparent and credible tool.

The Index is fast becoming a ‘go to’ tool for advocates, thought leaders, and policymakers around the world.

2

- ◆ We collaborated with global thought leaders to elevate data from the SDG Gender Index 2022, including as a data partner to the Bill and Melinda Gates Foundation's Goalkeepers 2022 report.

“The world won't reach gender equality until at least 2108 - three generations later than we'd hoped”

**Melinda French Gates
Co-Chair, Bill & Melinda Gates Foundation**

- ◆ SAHAJ (India) has helped ensure that future decisionmakers are receiving training on gender equality using the EM2030 Index data. The Union Public Service Commission – the body which trains and examines civil servants in India – produced Index-focused training and exam preparation videos that had combined views of over 250,000.

- ◆ Following engagement by KAPAL Perempuan, the Index was used by Indonesia's National Statistics Office (BPS) in their global reporting on SDG progress.

- ◆ La Ruta has used the Index and other gender data to directly engage with over 400 policymakers in Colombia, particularly in nine regions of Colombia, and mobilized significant sub-national buy-in and commitment to monitoring gender equality as a cornerstone of the ongoing peace process.

3 EM2030 and our partners have used innovative approaches to spread the Index data and messaging

- ◆ **We launched our first podcast series, Do Girls and Women Count?, featuring globally prominent women's rights activists in English, French and Spanish.**

- ◆ Our Are We There Yet campaign in 2021 promoted an online calculator for people to see what age they will be when certain key rights are fulfilled.

- ◆ RSJ (Senegal) engaged their data-driven advocacy (DDA) training alumni to run online campaigns on contraception access and girls' secondary education, reaching over 50,000 people through Facebook and Twitter.

- ◆ GROOTS Kenya ran a social media campaign using Index and Women Count data, which had 230 million impressions, and led to #SDGGenderIndex trending at number three in Kenya.

- ◆ We and our partners placed Index data in media outlets around the world, including in Fortune, El Pais, Univision, Daily Maverick, Axios, ITV (Senegal), El Espectador (Colombia), and Nation (Kenya), and in specialist newsletters such as The Bloom with a 10,000 readership of social impact leaders.

We share learning about data-driven advocacy (DDA) and help advocates strengthen their data skills

EM2030 partners have led more than 50 DDA training workshops, reaching nearly 1,700 advocates in more than 20 countries since 2018.

1

- ◆ The workshops covered basic concepts and approaches related to the use of data and evidence for advocacy, and how to generate messages to reach and engage with diverse audiences.

- ◆ Our partners reached many excluded groups with their DDA workshops, including young people (Senegal, India), LGBTQIA advocates (India), Indigenous, Afro-Colombian, young people, urban and rural women (Colombia), and Black, disabled, lesbian, bisexual and trans women (Latin American and Caribbean region).



“The most useful skill developed is the ability to construct fact-based advocacy messages at short notice. Since the DDA training, we know where to find data, how to select and communicate with data as per our defined advocacy objective.”

**DDA workshop participant,
Valle de Cauca, Colombia**

2 92% of DDA workshop participants report having learned new skills or information through the training sessions. Participants demonstrate significant improvement in their confidence using data and have gone on to use DDA skills to secure concrete improvements in the lives of women and girls.*

◆ In Guatemala, the percentage of advocates who felt confident using data went from 17% (pre-training) to 70% (post-training).

◆ After their DDA workshop led by RSJ (Senegal) youth advocates used their skills to engage with and make recommendations to national and regional policymakers around the Generation Equality Forum events in Mexico.

◆ In India, DDA training participants from an LGBTIQ advocacy organization gathered their own data to advocate for reductions in barriers faced by transgender people in accessing food ration kits.

◆ Another DDA training participant in India successfully advocated to increase enrolment and access to health services for marginalized groups like Dalits and migrants, who had previously been overlooked by the National Adolescent Health Programme.

3 Networks formed during DDA workshops have continued long after the workshops ended.

◆ In Indonesia, a network of DDA workshop alumni went on to collect data on the increase in child marriage during COVID-19, feeding into advocacy pushing for a gendered response to the pandemic.

◆ In Kenya, 60 DDA alumni used their skills to collect data on violence against women during the COVID-19 pandemic.

◆ In Senegal, a group of 20 DDA training alumni formed a DDA committee to implement DDA learning, to share with their own organizations, and to use the Index to carry out national level advocacy and monitor Senegal's Generation Equality Forum commitments. This group has also been engaging community and national media to share Index data.

◆ In Kenya and Burkina Faso, cross-stakeholder working groups, bringing together women's rights organizations and government representatives, were formed after DDA workshops and led by EM2030 partners to address barriers to girls' education.

4 DDA workshop participants have taken on leadership roles in their communities.

◆ In Kenya, Pacifica Lucy Ongecha, GROOTS Kenya's Gender-Based Violence Coordinator and DDA training alumnae, was nominated to represent minority groups in the Kiambu County Assembly.

◆ Five GROOTS Kenya advocates were chosen to sit on county and national-level working groups related to Kenya's co-leadership in the Generation Equality Forum Gender-Based Violence Action Coalition, using their roles to successfully ensure the police, health officers and judicial officers, and county governments commit additional resources to address gender-based violence.

◆ In Colombia, at least 10 women DDA training alumni have been appointed to positions at departmental or municipal level and three young women from indigenous communities secured positions on the Youth Council for their municipality, helping them to advocate on issues related to the 2030 Agenda and its links to the Colombian Peace Agreement.

5 Partners have been better able to connect their advocacy with regional and global networks, platforms and agendas.

◆ Kapal Perempuan (Indonesia) was invited to join the Gender Equality and Disability working group of the C20 forum, a global group of civil society organizations aiming to influence the G20. Kapal was a key contributor to the C20's intervention during the G20 summit in Bali, where they used the SDG Gender Index to ensure prioritization of gender equality across the recommendations.

◆ Supported by the EM2030 partnership, la Ruta (Colombia) has been a key actor emphasizing the links between the Colombian Peace Agreement and the SDGs. This has strengthened the case for gender equality as a priority through the peace process and enabled la Ruta to build alliances with global feminist movements.

◆ FAWE Kenya and IPBF, partners we worked with as part of a specific programme, were invited to share experiences and education-related data during the UN World Data Forum 2021.

* Based on a survey of 78 advocates who had attended a data-driven advocacy event or workshop led by an EM2030 partner (from across Colombia, India, Indonesia, Kenya, Senegal). Survey carried out by EM2030 evaluation partner Impact Mapper in 2022

◆ FEMNET (Africa) has used the Index data to inform events and processes including the Commonwealth Women's Affairs Ministers Meeting (Nairobi, 2019), the opening speech by the Permanent Secretary of Gender in Zambia, and the Commission on the Status of Women statement to the upcoming COP27.

◆ GROOTS Kenya's Executive Director was appointed to the World Bank Advisory Group on Gender Data and was invited as a keynote speaker in the UN Data Forum in Bern, and at the Gender Statistics Imperatives in Africa convention (Joint Africa Conference on Gender statistics) by ECA, Africa Development Fund, COMESA, UN Women and PARIS21.

6 There is unmet demand for even greater learning on DDA: 90% of advocates' said they wanted to go even deeper in learning about DDA.

◆ Advocates specifically want to learn more about how to communicate using data, what data exists and where to find it, and how to analyse data. They also described the need for more resources and staff time to work on data analysis and communication.

"I saw this scholarship as a great opportunity to expand my knowledge-base in data journalism as well as learn new skills that can enable me to transform lives through fact-based stories."

**Viola Kosome,
Kenya 2021 Tableau Data
Fellow**

In 2021 and 2022, we ran the Tableau/Equal Measures 2030 fellowship for data journalists, which supported 16 journalists from India and Kenya to dive into the EM2030 Index data, alongside training on and access to Tableau software. Data-driven stories by the fellows covered topics from women's health to climate change to equal representation in politics and have appeared in outlets including the Hindu Times and The Third Pole.



We support advocates to effectively use data to influence and hold decision-makers accountable for achieving gender equality

1 In line with our theory of change, EM2030 partners have helped to secure tangible changes in policies, laws, and budgets for gender equality.

◆ KAPAL Perempuan (Indonesia) engaged with policymakers in three provinces to ensure the implementation of the 2019 Marriage Law at the local level, using data from EM2030 tools and its own research.

This resulted in new village-level regulations to prevent child marriage in 139 villages in East Lombok.

◆ La Ruta's (Colombia) advocacy and dialogue with other organizations in the department of Chocó has resulted in the near-doubling of the budget for women's and gender issues at the municipal and departmental level for the period 2018-2022.

In the department of Candelaria, in the Valle del Cauca region, la Ruta carried out an assessment of women's access to key services to engage with policymakers who then created the department's first funded public policy on women and gender.

◆ ASOGEN (Guatemala) fought against budget cuts to the country's network of shelters for survivors of gender-based violence (CAIMUS). They presented policymakers with data on gender-based violence in Guatemala. In December 2021, the government made new commitments in the national budget to ensure CAIMUS continues to serve girls and women nationwide.

◆ GROOTS Kenya used their county-level dashboard (which builds on the SDG Gender Index and draws on the Kenya Population and Housing Census data) to directly influence the energy policies and bills in the counties of Kiambu and Kilifi.

Kitui county requested a grassroots data advocate representative to support their county meetings, as they develop their energy master plan using the dashboard data. Due to their capacity in Data Driven Advocacy, GROOTS Kenya supported Tana River County to host the CIDP data workshop, where the county compiled all available data for use in the ongoing formulation of CIDP 2022-2027.

◆ RSJ (Senegal) secured commitments from the Mayor of Derkié to provide menstrual hygiene products to girls and young women in the municipality.

RSJ also convened community stakeholders, private sector organizations, mayors and municipal councillors to initiate two projects on menstrual hygiene management and preventing early pregnancy, jointly funded by the mayors' offices and local businesses.

2 Our partners report that, as a result of their DDA, policymakers increasingly draw on their messaging, data, skills and experience.

◆ During a national strike in 2021, former Colombian President Santos echoed La Ruta's messaging that the Colombian Peace Agreement and SDGs must be seen as interconnected and mutually reinforcing.

◆ ASOGEN (Guatemala) have been working with US President Biden's administration to prevent corruption in Central America by presenting their data that highlights the links between corruption and gender-based violence and by consulting on a new strategy.

◆ RSJ (Senegal), building on their Generation Equality Forum process and factsheet using Index data, cultivated a strong partnership with the Women's Ministry's Directorate of Equity and Gender Equality and the directorate has committed to using the factsheet data in its work.

◆ SAHAJ (India) were invited to work alongside EM2030 to advise on the development of the Niti Aayog (the government agency responsible for implementation of the SDGs) led SDG Gender Index for India, including the selection of the most relevant and useful indicators for the Indian context.

◆ KAPAL Perempuan (Indonesia) has become a reliable advisor to the Ministry of Women's Empowerment and Child Protection, Ministry of National Development Planning and the SDG secretariat. They were also recently invited to help draft both the National Action Plan for the SDGs and Indonesia's Voluntary National Review for SDG progress, and led the advocacy to initiate the Women's Rights Defenders Network for Victims of Sexual Violence.

3 We are influencing the generation of more and better gender data.

◆ As a member of the Inter-agency Committee on Gender Statistics in Kenya, GROOTS Kenya has strategically engaged the Kenya National Bureau of Statistics to influence the development of their Women Empowerment Index, County Poverty Profiles and Gender Sector Statistical Plan, all opportunities to transform gender statistic production in Kenya. This relationship has also enabled GROOTS to successfully advocate for and provide technical support to the development of guidelines and quality criteria on the use of Citizen-Generated Data (CGD). Through this engagement, they brought data on the care crisis to light, resulting in the development of the first time-use survey in the country to measure women's unpaid care work.

◆ La Ruta (Colombia) developed a regular engagement with the National Statistics Department and the National Planning Department (DNP). In 2020, the DNP and La Ruta worked together to develop a national tool to monitor and provide information to citizens on the implementation of the peace agreement.

◆ In India, Sahaj has been engaging in an ongoing series of dialogues with the World Health Organization Director-General on the relationship between civil society and the WHO and the role of gender data in health policymaking.

"GROOTS has been very resourceful in helping my office to identify the gaps in gender equality in the county especially in land acquisition, effects of climate change on women, use of clean energy (something which mainly affects women) and women leadership. The organization has also played a key role in building cohesion among various communities since its activities are spread out in the country and county."

Policy maker respondent to survey, Kenya, 2020

"La Ruta Pacifica has provided us with valuable and timely information that has allowed us to understand the context of the condition of women in the country and have key inputs for the recommendations of the final report of the Truth Commission."

Policy maker respondent to survey, Colombia, 2020



Data-driven advocacy (DDA) in practice

Senegal Partner: Réseau Siggil Jigéen (RSJ)

Réseau Siggil Jigéen (RSJ) promotes and protects women's rights in Senegal, working through its network of 16 member organizations primarily on sexual and reproductive health, youth leadership, literacy and micro-finance.

RSJ's journey to becoming DDA champions

With support from EM2030, RSJ has, through a data-based advocacy approach with local authorities and private sector companies, influenced resource mobilization, increasing financing for reproductive health in three communes of Senegal.

Through its DDA committee, composed of 20 DDA training alumni from a wide range of civil society groups in Senegal; RSJ promotes the

use of data in the work and advocacy efforts of Senegalese policymakers, civil society and media.

RSJ has supported online campaigns that have reached over 50,000 people and engaged policymakers throughout the Generation Equality Forum process, an initiative to accelerate investment and implementation on gender equality convened by UN Women.

As a result of these efforts, RSJ was invited by the Women's Ministry's Directorate for Equity and Gender Equality of Senegal to contribute to the development of the action plan, and implementation of the recommendations that came out of the Generation Equality Forum.

Indonesia Partner: KAPAL Perempuan

KAPAL Perempuan aims to build a robust women's movement for gender equality through developing a network of social activists and female leaders.

Ending child marriage

KAPAL Perempuan have long worked with networks of women's groups to gather data related to gender equality.

With support from EM2030, KAPAL Perempuan has focused specifically on raising the national legal age of marriage for girls, running campaigns at the local level to influence decision-makers and engaging directly with policymakers in the national government using qualitative and quantitative data to tell the stories of child marriage survivors.

In response to collective advocacy from KAPAL and partners, the Indonesian parliament voted overwhelmingly to raise the legal age of marriage for girls from 16 to 19 years (to match the legal age of marriage for boys). This is a huge legal win for teenage girls, allowing them to continue secondary education, for example, and to have greater control over their lives.

"Data is the core of the struggle," says Misiyah Misiyah, Director of KAPAL Perempuan. "With no data, we end up in a futile argument. But when we have solid data about gender issues, either quantitative or qualitative, we can use that as a tool to push government to give their protection to women."

Guatemala

Partner:
Asociación Generando Equidad, Liderazgo y Oportunidades (ASOGEN)

Asociación Generando Equidad, Liderazgo y Oportunidades (ASOGEN) is an association of women in Guatemala using a human rights and feminist approach to shine a light on and work to end violence against women.

Addressing violence against women through DDA

ASOGEN joined EM2030 in 2020. With the support of EM2030, ASOGEN has trained over 100 local gender advocates to access and use data to strengthen their work on the elimination of violence and the achievement of gender equality in line with the SDGs.

ASOGEN combines localized work with survivors of violence and the justice sector in the department of Chimaltenango with national and global level advocacy. The organization has used data to

influence national laws on femicide and fight to increase budgets for the country's network of shelters protecting women and girls against gender-based violence. At the local level, ASOGEN leads the security roundtable in Chimaltenango, a group that brings together stakeholders in the justice sector to prevent and respond to cases of gender-based violence. ASOGEN has built a reputation as a reliable source of data and has received multiple requests for data and DDA training from these institutions.

“Everything is interlinked, we cannot work at the individual and local level without also working at the national level. We have big ambitions [...] we aim to change the whole narrative around violence against women. To do that, we need evidence about the current situation so people can see and understand the sheer magnitude of the problems.”

Alva Gordillo Aguirre,
ASOGEN's Deputy Director

Colombia

Partner:
la Ruta Pacífica de las Mujeres

La Ruta Pacífica de las Mujeres is a pacifist, feminist organization working with over 300 women's organizations to promote a feminist vision of peace and non-violent civil resistance for gender equality.

La Ruta's journey to becoming DDA champions

La Ruta had historically relied on qualitative evidence to tell the stories of the impact of conflict on women and girls in Colombia. In partnership with EM2030 since 2017, la Ruta has worked to expand their use of quantitative data as a complement to qualitative. La Ruta now integrates data and evidence (including the EM2030 Index) into every aspect of their advocacy work, from local budgeting processes to national policymaking.

Today, la Ruta is a leading voice in Colombia on the close links between the Colombian Peace Agreement and the SDGs and pursues advocacy on these commitments in tandem.

This DDA has helped them to link their national-level work to regional and global advocacy platforms and agendas, taking their messages further and increasing their confidence and credibility at home.

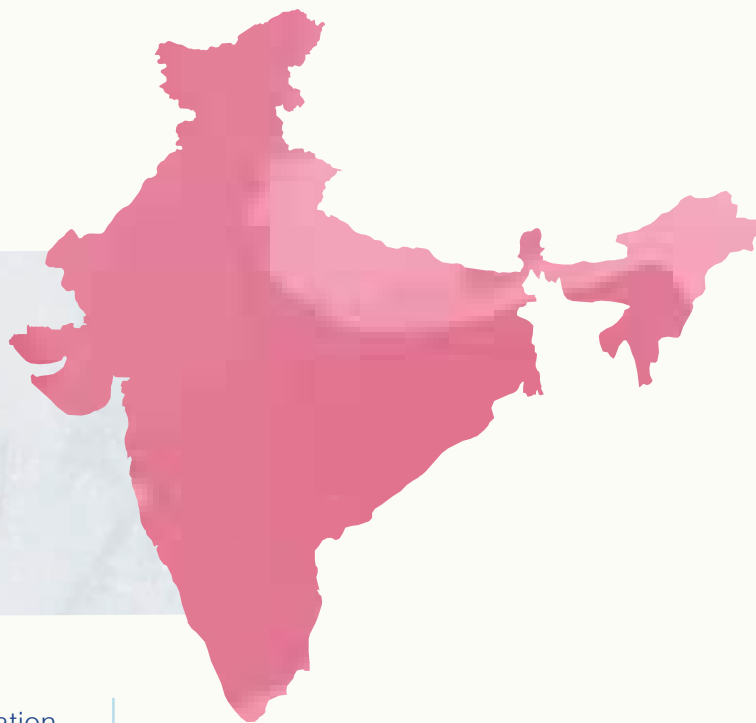
Between 2018 and 2022 la Ruta developed a set of four annual infographic reports which, building on the EM2030 Index, present complementary national data on progress towards the implementation of the gender commitments of the Colombian Peace Accord and the SDGs. La Ruta has directly reached at least 400 policymakers with these reports.

La Ruta's Regional Coordinator in Quindío region said,

“Thanks to the Equal Measures 2030 project we reinforced our skills around data-driven advocacy. It helped us to understand the importance of data and evidence to ask for accountability for women's rights, to go beyond reading data only as numbers but as a political tool.”

India

Partner: Society for Health Alternatives (SAHAJ)



Society for Health Alternatives (SAHAJ) is a civil society organization (CSO) focused on promoting social accountability for women's, adolescents' and children's health and education.

Influencing the future policymakers of India

SAHAJ is a long-time evidence-based advocate and actor for the rights to health and education, especially for marginalized groups in India. The partnership with EM2030 since 2017 has built on this legacy, enabling SAHAJ to make stronger links between their work and the SDG framework commitments at national and global levels.

SAHAJ has made significant strides in socializing and localizing the SDGs and associated gender commitments through training grassroots of CSOs and national and sub-national bureaucrats.

A large academy training and assessing would-be civil servants in India created an instructional video

using SAHAJ resources to teach these future decisionmakers about the importance of the SDGs and gender equality. This content has combined views of over 250,000.

SAHAJ has used SDG framing for sub-national data sets to create scorecards on key issues of health and education in three states in India. Alongside trained data-driven advocates, they use these scorecards to influence state- and local-level policymakers about ongoing gaps in the fulfilment of girls' and women's rights.

As a key actor on the measurement of gendered dimensions of the SDGs, SAHAJ contributed to NITI Aayog (the government agency responsible for implementing the SDGs) efforts to create a new national SDG Gender Index for India. They also provided data on gaps in access to family planning which were used by the Feminist Policy Collective in their advocacy on the 2021-2022 Union Budget for India.

Kenya

Partner: GROOTS Kenya



An EM2030 partner since 2017, GROOTS Kenya is a national movement-building organization, comprised of over 3,500 women-led grassroots organizations. For over 27 years, GROOTS Kenya has trained grassroots advocates to use data and evidence to hold governments to account.

GROOTSmart - the Gender Data Dashboard

GROOTS Kenya is recognized nationally and globally as a respected gender data expert. GROOTSmart, their Gender Data Dashboard, is an online visualization tool for gender data in Kenya, used extensively by grassroots advocates and county level policymakers to inform key policies and budgets.

The dashboard breaks down key issues from the national to county level, from women's political representation to family planning, and from education to unpaid domestic care work. This at-a-glance resource is readily accessible, helping to make the case to policy makers and other stakeholders.

Recognition for this work has enabled GROOTS to develop a

close partnership with UN Women and the Kenya National Bureau of Statistics. GROOTS has strategically influenced the development of key statistics products, including national guidelines on the use of citizen-generated data. They are also involved in the first survey in Kenya to measure women's unpaid care work. Increasingly, GROOTS has been engaging in regional and global spaces (e.g. COP27), leveraging Index data and advocacy messaging to promote and advance women's access to use and control of productive resources (land, finance, technology) and to promote grassroots women's engagement in climate solutions and resilience building.

"The confidence, reach, and profile of the project team has exploded to a level where GROOTS Kenya's data work is often referenced, and the staff called upon to train and support other CSOs and professionals. Because of EM2030, GROOTS Kenya has received recognition by the Kenya National Bureau of Statistics, UN Women, the World Bank, the media, CSOs and the private sector for investing in gender data."

Fridah Gituku, Executive Director, GROOTS Kenya

Africa region

Partner: The African Women's Development and Communication Network (FEMNET)

FEMNET is a regional Pan African Feminist membership-based nongovernmental organization (NGO). It was 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 the continent. This is done through advocacy, capacity building, communication and networking.

Using data to engage regional and continental stakeholders

FEMNET is recognized and respected across Africa and the world as a PanAfrican Feminist network that ensures that the voices of African women are amplified and their needs and aspirations are prioritized in key policy dialogues and outcomes.

Data has been instrumental in framing FEMNET's contributions across regional and global spaces.

These spaces have included Women's Affairs Ministers Meetings, Gender is My Agenda Campaign (GIMAC) meetings at the African Union, Regional Economic Communities engagements with the African Union, Commission on the Status of Women in 2022 (CSW66), and the 27th UN Climate Change Conference (COP27). They have addressed a wide range of issues including gender equality, women's political participation, climate justice and economic justice. To inform speeches delivered by key policymakers, FEMNET has used data alongside demands and recommendations made by African women and girls themselves.

Latin America and Caribbean region

Partner: Comité de América Latina y el Caribe para la Defensa de los Derechos de las Mujeres (CLADEM)

As a network of around 200 women's organizations and activists across 14 countries, CLADEM promotes women's rights by monitoring international treaties, proposing legislative reforms, undertaking research and training, and organizing group action where needed.

Defending women's rights through regional solidarity, data and the law

CLADEM has worked at the regional level and with its CLADEM allies in 14 countries to combine data from the EM2030 Index and Mira que te Miro (a regional tracker of sexual and reproductive health and rights commitments). They created one regional and 13 country factsheets and used these to influence events and processes including the 2020

Regional Conference on Women in the Latin America and Caribbean region, Commission on the Status of Women in 2021 (CSW65), Generation Equality Forum, and the Latin America and Caribbean Forum on Sustainable Development.

Building on their long-standing campaign against forced pregnancy, CLADEM's collaboration with EM2030 has helped them to combine their traditional focus on anecdotal examples of specific cases of adolescent births with wider quantitative data showing that births in the age group 10-14 have increased in recent years.

CLADEM have been able to better link political advocacy and data, increasing their presence and outreach in national and regional spaces and with the media.

In 2022, CLADEM and EM2030 collaborated on a virtual event with advocates from Brazil in advance of the recent presidential election. The event presented data on Brazil's backsliding on gender equality during the Bolsonaro administration and potential strategies for collective DDA to reverse this trend in the coming years.

Asia region

Partner: Asia-Pacific Resource and Research Centre for Women (ARROW)

ARROW is a regional non-profit women's rights organization established in 1993 and holds a consultative status with the Economic and Social Council of the UN. ARROW works with more than 90 partners across 16 priority countries in Asia-Pacific and is committed to championing gender equality, the sexual and reproductive health and rights of women and young people, especially with regards to access to services. It does this through advocacy, monitoring evidence generation, strategic partnerships and mobilizing communities.

Championing sexual and reproductive health and rights

ARROW is well-known in the region and globally as a leading network committed to advocacy on sexual and reproductive health and rights. Monitoring and evidence-based research for better advocacy has been instrumental to ARROW's approach to ensuring accountability.

Following ARROW's partnership with EM2030, the network has used and integrated the Index data and language around demand for quality gender data in key written and oral interventions at the Commission on the Status of Women, the UN High-level Political Forum and in regular monitoring efforts around SDG 3 (good health and well-being) and 5 (gender equality).

In collaboration with EM2030, ARROW has designed DDA training for youth advocates across the region through a range of ARROW-supported programmes and partnerships.

How we are **FUNDED** and organized

Equal Measures 2030 is a sponsored project of Panorama Global, which is a non-profit fiscal sponsor organization with a 501c3 status based in Seattle in the United States. Under this arrangement, Panorama Global has legal and fiduciary oversight and accountability for the work of Equal Measures 2030, while the Equal Measures 2030 Secretariat lead on strategy, programme implementation and day-to-day management of the work.

Equal Measures 2030 is a global partnership of national, regional and global organizations. It is run by a fully remote global Secretariat with staff members all over the world. Our Partnership Council advises and supports our work.

Our current Partnership Council is comprised of: Asia-Pacific Resource and Research Centre for Women (ARROW), Bill and Melinda Gates Foundation, Comité de América Latina y el Caribe para la Defensa de los Derechos de las Mujeres (CLADEM), Data2X, The African Women's Development and Communication Network (FEMNET), One Campaign, Plan International, Salesforce and Women Deliver.

The national partner organizations we currently work with are: Asociación Generando Equidad, Liderazgo y Oportunidades (ASOGEN), GROOTS Kenya, KAPAL Perempuan, la Ruta Pacífica de las Mujeres, Réseau Siggil Jigéen (RSJ) and Society for Health Alternatives (SAHAJ).

We are incredibly grateful for the support and collaboration of our current funders: The Bill and Melinda Gates Foundation, Salesforce, The Ministry of Foreign Affairs of the Netherlands (via the Plan International-led She Leads consortium), Fondation CHANEL and the Swiss Agency for Development and Cooperation (SDC).



“For years, Equal Measures 2030 has sounded the alarm at the slow pace and fragility of progress towards gender equality. At the same time, their partnership model offers a powerful example of collaboration to create real change. As we navigate global crises and fiscal tightening, it is more important than ever before to look at stories of success - stories of advocates using data to hold their governments accountable so that all girls and women have equal power and opportunity.”

Dr. Anita Zaidi, President,
Gender Equality, Bill & Melinda Gates
Foundation

“We must accelerate progress towards achieving gender equality and the Sustainable Development Goals. Grassroots women’s rights organizations still face resource and capacity constraints to undertake data-driven advocacy. Equal Measures 2030’s work has shown that when advocates are equipped with data and evidence and they have the skills to effectively use them, they can better influence decision makers to have greater impact for women and girls globally.”

Valérie Meunier, Managing Director,
Fondation CHANEL UK

Financial summary
January 2022 to December 2022

Income

Bill and Melinda Gates Foundation	\$ 2,036,642
Plan International Netherlands (She Leads programme)	\$ 280,000
Fondation CHANEL	\$ 500,000
Salesforce	\$ 200,000
Swiss Agency for Development and Cooperation (SDC)	\$ 555,000
Total Income	\$ 3,571,642

Forecasted expenditure

Personnel	\$ 1,055,529
Programming activity costs	\$ 735,042
Sub-grants to women’s rights organisation partners	\$ 937,629
Monitoring, Evaluation and Learning	\$ 45,000
Fiscal sponsorship fees	\$ 279,527
Operations and administration costs	\$ 345,363
Total forecasted expenditure	\$ 3,398,091
Projected surplus (to reserves)	\$ 173,551

The FUTURE of
Equal Measures 2030

Our Strategy for 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, EM2030 will catalyse change through DDA aimed at holding governments and policymakers accountable.

By 2025, EM2030 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.

Over this strategy period, we aim to partner with and contribute funding to feminist organizations and movements in at least five regions and 15 countries (including at least one high-income country).



EM2030's three strategic objectives

By 2025, we will have:

- 01** Developed and disseminated demand-driven data, visualizations, analysis and tools (including our flagship SDG Gender Index) to monitor progress and hold governments accountable.
- 02** 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 (DDA).
- 03** Used the collective voice of our partnership and increased funding for feminist organizations to raise gender equality up the political agenda at all levels.

How will we work towards gender equality:

By developing and disseminating data, analysis, and tools

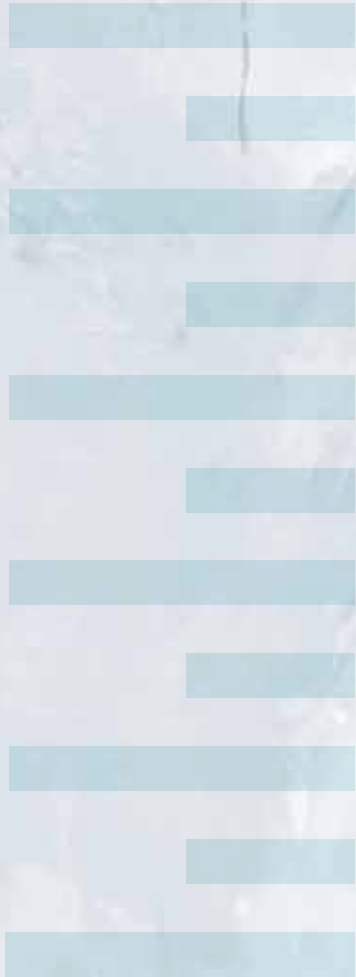
- ◆ Maintaining and improving the SDG Gender Index to robustly track progress on gender equality across the SDGs.
- ◆ Developing innovative data analysis approaches and tools on key thematic issues within the Index.
- ◆ Increasing uptake of the SDG Gender Index and our other data and tools among advocates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

By developing capacity in DDA

- ◆ Supporting gender equality advocates' data literacy, capacity and learning and building a community of DDA 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 DDA 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**