UNLOCKING THE VALUE OF GENDER DATA

A REGIONAL TOOLKIT FOR TRANSFORMATIVE ACTION

GROOTS KENYA

UN WOMEN

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CONTENTS

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ACRONYMS

BpFA	Beijing Platform for Action
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CGD	Citizen generated Data
CSO	Civil Society Organization
CRVS	Civil Registration and Vital Statistics
DHS	Demographic Health Survey
EDHS	Ethiopia Demographic Health Survey
ESS	Ethiopia Statistics Services
ESA	East and Southern Africa
ESARO	Eastern and Southern Africa Regional Office
GDS	Gender Data and Statistics
GEWE	Gender Equality and Women's Empowerment
GBV	Gender Based Violence
KDHS	Kenya Demographic Health Survey
MUHAS	Muhimbili University of Health and Allied Sciences
MoJ	Ministry of Justice
NEPAD	New Economic Partnership for African Development
NDP III	Third National Development Plan
NSO	National Statistics Offices
SDG	Sustainable Development Goals
SIGI	Social Institution and Gender Index
UBOS	Uganda Bureau of Statistics
VAWC	Violence against Women and Children

PART 1: INTRODUCTION TO THE TOOLKIT

Across the East and Southern Africa Region (ESA Region), irrefutable evidence has demonstrated that the lived realities of women and girls are deeply rooted in patriarchal systems and retrogressive social norms existing in political and institutional systems. Over recent years, the production of gender data and statistics (GDS) has played an instrumental role in enabling state and non-state actors to identify existing inequalities, in various aspects such as education, health, political participation, climate justice, economic empowerment opportunities and labor force patterns amongst others.

In 2018, UN Women Eastern and Southern Africa Regional Office (ESARO) carried out an assessment in the region and found that countries are often hindered by weak policy and legal frameworks guiding the production and use of gender data and statistics at national level. Since then, significant strides have been made in the formulation and adoption of gender infrastructure and development of key normative frameworks for instance in Kenya, Tanzania, Rwanda, Uganda, and Zimbabwe. These countries have also increased their generation of Sustainable Development Goals (SDG) indicators and the production of statistical reports and other knowledge products to increase the overall production and availability of quality gender statistics. However, in Malawi, Mozambique, Sudan, South Sudan and most of the countries in the Southern Africa Customs Union (SACU), significant gaps associated with political will, limited institutional capacity, poor coordination, inadequate normative frameworks, absence of minimum sets of gender indicators against which regular reporting takes place, and limited or non-existent data quality assurance frameworks continue to be problematic. At the time, the National Statistics Offices (NSOs) in Malawi, Lesotho, Eswatini, Botswana, Namibia, Sudan and South Sudan had not yet published any statistical reports dedicated to comparing the circumstances and outcomes for women and men from a Gender Equality and Women's Empowerment (GEWE) perspective.[1]

Although countries have invested in the production of data, it is important to acknowledge that the production of enhanced statistics is not enough, and huge gaps remain. For gender data and statistics to be used, the ***facts*** must reach and gain traction with policymakers and those who advise them. They must also reach and inform change advocates such as grassroots communities, academia, feminists and women's rights organizations, media,

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1   UN Women East and Southern Africa Regional Office at a Glance https://africa.unwomen.org/sites/default/files/2022-09/ESAR%20AT%20A%20GLANCE%20.pdf

The production and use of gender statistics is a complex process that requires deliberate efforts aimed at connecting, incentivizing and influencing.

and the broader civil society ecosystem who can put pressure on policymakers for the necessary changes. It is the progress in use of gender data and statistics to inform evidence-based decision-making that is most important in improving the lives of women, girls, boys, and men.

This toolkit is designed to support the enhanced use of existing gender data and statistics in policy, advocacy, planning, and accountability in ESA. The production and use of gender statistics is a complex process that requires deliberate efforts aimed at connecting, incentivizing and influencing. Specifically, the strategies and tools outlined provide guidance and user-friendly tips on how to influence, direct, and monitor the pace of progress towards achieving gender equality and women's economic empowerment (GEWE) and using gender data and statistics.

In developing this toolkit, UN Women and GROOTS Kenya conducted 22 key informant interviews (KIIs) with government officials and the legislature, academic institutions, researchers, and civil society organizations in the region to understand and document their experience and strategies for fostering gender data uptake and use. The research team conducted a focus group discussion (FGD) with grassroot champions from GROOTS Kenya[2] to capture the voices of grassroot campions on how to improve the use of gender data for transformative action. The findings of the study established that in the ESA region, national statistics offices (NSOs) continues to produce data that is often not integrated into decision-making. As a result, across the data value chain, producers of data and the target users find themselves at the point of ***'information asymmetry'*** in ESA. Information asymmetry is defined as a broken linkage where gender data producers have facts, but, for various reasons, uptake and use of gender statistics remains low.

Globally, the production and use of gender statistics is a complex process. An assessment by UN Women ESARO captures significant progress at country level with the establishment of the necessary gender data and statistics infrastructure and development of key normative frameworks (e.g., Kenya, Tanzania, Rwanda, Uganda, and Zimbabwe). These countries have also increased their generation of SDG indicators and the production of statistical reports and other knowledge products to increase the overall production and availability of quality gender statistics. However, in Malawi, Mozambique, Sudan, South-Sudan, and most countries in SACU, significant gaps associated with political will, limited institutional capacity, poor coordination, inadequate normative frameworks, absence of minimum sets of gender indicators against which regular reporting takes place, and limited or non-existent data quality assurance frameworks continue to be problematic.[3]

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2   GROOTS Kenya is a national movement of grassroots women-led community-based groups (CBOs)and Self Help Groups (SHGs) in Kenya. See https://grootskenya.org/

3   UN Women East and Southern Africa Regional Office at a Glance https://africa.unwomen.org/sites/default/files/2022-09/ESAR%20AT%20A%20GLANCE%20.pdf

Subsequent sections of the toolkit provide practical and friendly tools to address 'asymmetric information' fostering gender data uptake and use amongst target users building on experiences state and non-state Key Informants across Rwanda, Tanzania, Kenya, Ethiopia, Uganda . Non-state actors included FEMNET, Oxfam, DATA 2X, EM2030. Other academic institutions that were instrumental in this process were Kenyatta University WEE Hub, United States International University and Strathmore University. The toolkit also leveraged on voices from the media through Standard Media Group. The legislature and women political leaders were also interviewed.

1.1 Purpose of the Toolkit

This toolkit is designed by UN Women ESARO and GROOTS Kenya with the aim of providing guidance and strategies for promoting uptake and use of gender data and statistics to inform policy, advocacy, planning, research, and accountability in ESA. The toolkit's primary users and specific audience are policymakers and the legislature, academic institutions, researchers, civil society organizations, grassroots community leaders and media aimed at accelerating gender equality and women's economic empowerment in the ESA Region. The purpose of the toolkit is therefore to have data and statistics guide and contribute to delivering transformation in pursuit for gender equality and sustainable development. To realize this, the toolkit provides requisite skills for the day-to-day use of gender data and statistics enabling target audiences to understand and interpret a 'gender priority issue' in and through statistics.

1.2. Preparing your 'Tool Box': Back to Basics

To unlock the value for gender data, the starting point is appreciating the difference between *sex* and *gender*. Often, these terms are used interchangeably and for the purposes of ensuring that we develop a broader understanding of other terms that are common in gender transformative programming, this section also includes a simple exercise.

- **Sex** is the biological difference between women and men referred to as 'male' or 'female'**.**

- **G*ender*** is a social and cultural construct that is learnt through various ages of socialization such as religion, culture, education and tradition assigning socially ascribed roles and responsibilities to women and men. The concept of gender includes the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity).[4]

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4   UNICEF: https://www.unicef.org/gender/training/content/resources/Glossary.pdf

- **Sex-disaggregated:** Refers to data that are tabulated and presented separately for women and men, or girls and boys. They are an essential part of gender statistics. When sex-disaggregated data are analyzed, they provide information about gender disparities and the gender roles of women and men in a given context.

- *Gender data and statistics[5]* encompasses the following characteristics:

  1. The data is disaggregated and presented by sex as primary classification.

  2. Data is representative of the respective situation of women and men including gender issues.

  3. Data reflects intersectionality and the diversity of women and men capturing key aspects of life.

  4. Data collection method takes into consideration the need to avoid stereotypical gender bias in statistical production. (UN Statistical Division 2016)

Keep in mind that gender data and statistics go beyond sex-disaggregation of data to:

- Reflect concerns and issues related to women and men, girls and boys in society;

- Allow for an adequate reflection of the status of women and men, girls and boys, and the gender roles and relations in society and their application in policies and programming;

- Consider stereotypes and social and cultural factors that might introduce gender bias into data;

- Reveal differences and similarities across genders.

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5. United Nations Statistical Division (1994). Fundamental Principles of Official Statistics. Available from: http://unstats.un.org/unsd/dnss/gp/fundprinciples.as

As we prepare our tool box, the section below may be used to brush up on common gender terms that will be used in the toolkit helping you unlock the value for gender data as will be outlined in subsequent sections. Often used interchangeably, there is a misconception in the definition across different users of statistics. This exercise helps you recall key concepts and terms commonly used in the toolkit. Take 20 minutes to match the concepts to definition in the section below:

Concept	Definition match	Definition
A: Gender		1: Is defined by its core components: women's sense of self-worth; (2) their right to have and to determine choices; (3) their right to have access to opportunities and resources; (4) their right to have the power to control their own lives, both within and outside the home and (5) their ability to influence the direction of social change (in private and public sphere) to create a more just social and economic order, nationally and internationally.
B: Gender roles		2: refers to a study, project or approach that lacks attention to the differential roles, responsibilities, resources, or experiences of men and women.
C: Sex		3: measure gender-related changes over time. They can refer to *quantitative* indicators based on sex disaggregated data - which provides separate measures for men and women, [and they] can also capture *qualitative* changes - for example, increases in women's empowerment.
D: Gender equality		4: are social and behavioral norms that, within a specific culture, are widely considered to be socially appropriate for individuals of a specific sex. These often determine differences in the responsibilities and tasks assigned to women, men, girls, and boys within and outside the private sphere of their household.
E: Gender mainstreaming		5: is data that can be measured by numerical values. For example, this can include items like height, weight, volume, price, temperature, etc.
F: Women's empowerment		6: is an awareness of the ways in which men and women will be differentially impacted by policies, programmes, and so on.
G: Sex/gender bias in data collection and analysis		7: The UN Statistical Divisions' manual on gender statistics defines gender statistics as encompassing the following characteristics: a) data are collected and presented disaggregated by sex as a primary and overall classification; b) data reflect gender issues; c) data are based on concepts and definitions that adequately reflect the diversity of women and men and capture all aspects of their lives; and data collection methods consider stereotypes and social and cultural factors that may induce gender biases

Concept	Definition match	Definition
H: Gender analysis		8: underreporting or misreporting of demographic, social or economic characteristics associated with one of the sexes
I: Gender blind		9: is the state in which women and men enjoy equal rights, opportunities, and entitlements in civil and political life.
J: Gender sensitivity		10: [for the advancement of women] is the central policy-coordinating unit inside government that has the primary task of supporting government- wide mainstreaming of a gender-equality perspective in all policy areas.
K: Gender-sensitive indicators		11: refers to individual biological differences between women and men that are fixed and unchangeable. Unlike gender, these differences do not vary across culture or over time. Sex (female or male) is recorded during data collection in censuses, surveys, or administrative records.
L: National machinery		12: are data separated by sex to allow differential impacts on men and women to be measured. Sex-disaggregated data is quantitative statistical information on differences and inequalities between women and men.
M: Gender statistics		13: refers to socially constructed differences in attributes and opportunities associated with being female or male and to the social interactions and relations between women and men. Gender determines what is expected, allowed, and valued in a woman or a man in each context. In most societies, there are differences and inequalities between women and men in roles and responsibilities assigned, activities undertaken and access to and control over resources, as well as in decision-making opportunities. These differences and inequalities between the sexes are shaped by the history of social relations and change over time and across cultures.
N: Sex-disaggregated data		14: is the study of the different roles of women and men to understand what they do, what resources they have, and what their needs and priorities are in a specific context.
O: Intersectionality		15: is descriptive information that cannot be measured with numerical values. For example, this can include items like emotions.
P: Qualitative data		16: It is a strategy that seeks to make women's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and social spheres, such that inequality between men and women is not perpetuated. The ultimate goal is to achieve gender equality.
Q: Quantitative data		17: is the interaction between gender, sexuality, race, socio-economic status, and other categories of social difference. These factors often have complex relationships with one another and have interdependent advantages and disadvantages.

Note: Upon taking the self-assessment test, please refer to the glossary in the annex section to evaluate yourself and effectively prepare your toolbox.

1.2.1 Essentials for your Tool Box

Having completed the exercise, we delve into essential tools that will be instrumental in enabling you to use this toolkit as you tap into the potential of gender data contributing to closing the gender gap.

Essential One: Reflect on Global and Regional Gender Policy Commitments and Frameworks

Numerous gender and development policy frameworks have been formulated to inform gender transformative and evidence-based decision-making. As target users, the following global and regional commitments and frameworks may constitute your tool box when underscoring the importance of gender data and statistics to your work policymaking process, planning, advocacy and accountability efforts aimed at accelerating progress towards achieving gender equality and women's economic empowerment. These include (not exhaustive)

Global Policy and Framework

The 2030 Agenda 'Leave No One Behind: The 2030 agenda commits to work for significant increase in investments to close the gender gap and strengthen support for institutions in relation to gender equality and women's empowerment at global, regional and national level. In the 'Leave No one Behind Agenda' (LNOB) the use of gender data and statistics is the central transformative promise of the 2030 Agenda and entails the use of gender data and statistics a step-by-step approach which requires use of evidence and data as a human rights-based approach.

Beijing Platform for Action 1985 and 1995: The importance of producing statistics was first recognized during the Third World Conference on Women in Nairobi (1985) when governments agreed to re-organize their national information systems to compile and disseminate gender statistics to better address gender issues. It was reiterated in 1995 by the Beijing Platform for Action calling upon statistical systems to ensure that statistics related to individuals are collected, compiled and analyzed and presented by sex, age and reflect problems/issues of women and men in society.

Sustainable Development Goals (SD's): Adopted in 2015, the 17 SD's commit countries to prioritize progress for those who are furthers behind. Although Sustainable Development Goal 5: Achieve Gender Equality and Empower Women and Girls is a stand-alone goal, it is part of all SDG goals. As a means of implementation governments have the primarily responsibility for follow up on progress towards implementation at the national, regional and global levels by 2030

Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) Recommendation No. 9 Statistical data concerning the situation of women: CEDAW holds both state and non-state actors responsible to the elimination of discrimination against women in all fields and spheres. In specific the General Recommendation 9 calls upon State parties to ensure that national statistics are further disaggregated by gender about both absolute numbers and percentages so that information on situation of women in any sector are accessible by diverse users.

Regional Policy and Framework

Addis Ababa Action Agenda (AAA) -Financing for Development: The AAA recognizes the importance of gender equality and women's empowerment in economic development and "commits countries to undertake legislation and administrative reforms to give women equal rights, and promote gender responsive budgeting, and tracking among other measures. It obliges country states to increase and use high quality data disaggregated by sex, age, geography and other characteristics relevant to context. It also calls upon publishing and dissemination of timely and accessible data to Member states.

New Economic Partnership for African Development (NEPAD): The flagship programme for the African Union (AU) has four primary objectives to eradicate poverty, promote sustainable growth and development, integrate Africa in the world economy and accelerate the empowerment of women Regional Economic Communities and member states are encouraged to implement these programmes in and through data and statistics.

Agenda 2063 and implementation of SDGs in Africa: The "Agenda 2063" is a strategic framework for the socio-economic transformation of Africa over the next fifty years, adopted by the African Union (AU) in 2013. It underscores the importance of mainstreaming gender considerations into all aspects of development planning and implementation Agenda 2063 calls for the adoption of gender-responsive policies, programs, and strategies to address the structural barriers and inequalities that hinder women's full participation and contribution to Africa's development.

Maputo Protocol 2003: The Maputo Protocol is a comprehensive instrument that aims to promote and protect the rights of women in Africa. The Protocol ensures that the rights of women are promoted, realized and protected to enable them to enjoy fully all their human rights

The African Charter on Human and People Rights: The Charter reflects the collective commitment of African States to promote and protect human and people' rights and freedoms considering the importance traditionally attached to these rights and freedoms in Africa UN Women Africa Programme on Gender Statistics Plan 2022-2026

This is an umbrella regional programme which brings together various initiatives aimed at strengthening of gender statistics in Africa and is being implemented by regional organizations, international agencies and civil society organizations working in Africa.

Essential Two: Know your gender data sources

Data is generated and stored in different formats. As an essential to your toolkit, we examine gender data source types and highlight examples of how the data is applied in different contexts:

1. **Administrative data:** This is data collected by governments and service providers in their day-to-day business and is increasingly becoming an important source of official statistics. Administrative data provides opportunities for timely public policy decisions as the data is collected on a routine basis.

   Uganda has demonstrated thought leadership in the use of administrative data for statistical purposes in its efforts to meet national priorities and address gaps to achieve the Third National Development Plan (NDPIII) and SDG targets including on GEWE. The country has done so most notably in the *use of administrative data* to *address violence against women and girls*. For the Police, *data for crime reporting* is now being recategorized into gender-based violence (*GBV) and non-GBV crimes*, with the former *now published in regular Uganda* Bureau of Statistics *(UBOS)* reports under *gender statistics[6]*

   In other instances, Civil Registration and Vital Statistics (CRVS) can benefit women and girls through access to financial services, rightful claims to property or inheritance. Global guidance and examples of best practices can be found at the UNSD repository of the Collaborative on Administrative Data[7].

2. **Qualitative Data:** This data type is non-numerical and often presented as opinions and perceptions to an issue. It seeks to understand social phenomena through analysis of people's perspectives, experiences, and narratives as part of in-depth exploration. Qualitative data helps us understand individuals' attitudes, behaviors, beliefs, and motivations in a specific context.

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6   file:///C:/Users/User/Downloads/Be%20Like%20Uganda%20-%20Administrative%20Data%20Brief.pdf
7   https://www.data4sdgs.org/initiatives/collaborative-administrative-data

Figure 1: Qualitative data methods and sources

Census are important sources of data at low levels of disaggregation, regardless of whether they are population or agricultural census.

3. **Surveys and Censuses:** Census are important sources of data at low levels of disaggregation, regardless of whether they are population or agricultural census. Data sources for national surveys include household-based surveys e.g., labor force surveys and population census. Labor force surveys may be used to monitor global commitments on the world of work, including under Goal 8 (Decent Work and Economic Growth) and Goal 5 (Gender Equality) of the 2030 Agenda for Sustainable Development). A survey is a nationwide exercise collecting statistical data used to interpret diverse social-economic factors and demographic aspects across various domains. Surveys provide information on individuals' households and enterprises which could be disaggregated by sex and used to inform evidence-based decision-making in practice[8].

4. **Citizen Data:** Citizen data[9] is data produced by individuals or organizations for monitoring or driving change/action on issues that affect women or men or projects they are implementing. In Kenya, the Kenya National Bureau of Statistics (KNBS) is championing citizen data through the inauguration of their Technical Working Committee on Citizen-Generated Data (CGD) constituted to strengthen stakeholder collaboration in adoption of quality CGD as an alternative source of data for official reporting. GROOTS Kenya, the Open Institute, SDGs Kenya Forum, Usawa Agenda, and Kenya Water and Sanitation Civil Society Network (KEWASNET) were at the onset of these discussions and set the

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8   https://www.data4sdgs.org/sites/default/files/2017-09/Gender%20Data%20-%20Data4SDGs%20Toolbox%20Module.pdf
9   Currently more accurately referred to as citizen data, this is data that is actively given by citizens providing direct representa-tions of their perspectives and an alternative or complement to datasets collected by governments or international institutions. Anyone can set up a citizen data initiative with motivations for doing so vary widely. Examples include data from civil society organizations.

stage for this journey. GIZ[10] and PARIS21[11] provided financial and technical support to convene with KNBS and civil society organizations (CSOs) to generate CGD/citizen data guidelines. The process opens opportunities for all citizen data to be vetted through agreeable criteria and taken up for official reporting. At the same time, the process enhances the quality of data that CSOs produce.

In 2021, the Uganda Bureau of Statistics (UBOS) in collaboration with UN Women and diverse partners spearheaded the development of Uganda's Citizen-Generated Data Toolkit[12] The Toolkit provides guidelines that civil society and data institutions can take to ensure that data they produce is certified to contribute as official statistics. This is a strategic step in raising the profile of citizen data as reliable data.

5. **Big Data, or Digital Data:** Big data comprises an extremely diverse and large volume of structured, semi structured and unstructured data from digital data sources. For example, ***data from social media*** can complement or highlight ***perceptions and opinions of project beneficiaries***. Mobile phone-based reporting can provide additional data capturing information that surveys may not reflect due to respondent error or challenges in meeting respondents when conducting a survey. Below are examples of relevant big data sources for tracking SDG 5: Achieve Gender Equality and Empower Women and Girls.

In 2021, the Uganda Bureau of Statistics (UBOS) in collaboration with UN Women and diverse partners spearheaded the development of Uganda's Citizen-Generated Data Toolkit

Table 1: SDG 5 indicators and relevant big data sources[13]

Tier	SDG 5 indicator	Traditional data sources	Big data sources
3	5.1.1 Number (%) of countries with legal frameworks that promote gender equality and non-discrimination against all women and girls	Policy analysis, CEDAW5	
2	5.2.1 Proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age.	Administrative data, Domestic Health Surveys (DHS)and Violence Against Women Surveys	Social media data, mobile phone surveys

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10   The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, often simply shortened to GIZ, is the main German development agency.
11   The Partnership in Statistics for Development in the 21st Century, or PARIS21, was established in 1999 by the United Nations, the European Commission, the Organisation for Economic Co-operation and Development (OECD), the International Monetary Fund, and the World Bank as a response to the need for accurate and reliable data to achieve and track progress toward development goals.
12   Learn from Uganda: Citizen-Generated Data/Citizen Contribution to Data accessed at https://africa.unwomen.org/sites/default/files/2023-11/be_like_uganda_-_cgd_ccd_brief.pdf
13   UN Women Gender Equality and Big Data 2018 https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/Library/Publications/2018/Gender-equality-and-big-data-en.pdf

Tier	SDG 5 indicator	Traditional data sources	Big data sources
2	5.2.2 Proportion of women and girls aged 15 years and older subjected to sexual violence by persons other than an intimate partner, since age 15, by age and place of occurrence	Administrative data, DHS and VAW surveys	Social media data, mobile phone surveys
1	5.3.1 Percentage of women aged 20-24 years who were married or in a union before age 15 and before age 18 (i.e., child marriage).	Administrative data, DHS	Mobile phone surveys
1	5.3.2 Percentage of girls and women aged 15-49 years who have undergone female genital mutilation/cutting, by age group	DHS and MICS surveys	Medical records, mobile phone surveys
2	5.4.1 Average daily (24 hours) spent on unpaid domestic and care work, by sex, age and location (individuals 5 years and above)	Time use surveys	Mobile phone surveys
1	5.5.1 Proportion of seats held by women in national parliaments and local governments	Administrative data and household surveys	Radio broadcast data social media
1	5.5.2 Proportion of women in managerial positions	Administrative data and household surveys	Job applications data
3	5.6.1 Proportion of women aged 15-49 years who make their own informed decisions regarding sexual relations, contraceptive use and reproductive health care	DHS and MICS surveys	Medical records, social media data,
3	5.6.2 Number (%) of countries with laws and regulations that guarantee women aged 15-49 years access to sexual and reproductive health care, information and education	Country reports	mobile phone surveys
3	5.a.1 (a) Proportion of total agricultural population with ownership or secure rights over agricultural land, by sex; and (b) share of women among owners or rights-bearers of agricultural land, by type of tenure	Agricultural census and Surveys	Mobile phone surveys and satellite imagery
3	5.a.2 Proportion of countries where the legal framework (including customary law) guarantees women's equal rights to land ownership and/or control	National laws	
2	5.b.1 Proportion of individuals who own a mobile telephone, by sex	Household surveys	Call records data

Tier	SDG 5 indicator	Traditional data sources	Big data sources
3	5.c.1 Proportion of countries with systems to track and make public allocations for gender equality and women's empowerment	Policy analysis	

Box 2: Project: Well, Told Story and Bill & Melinda Gates Foundation

A Snapshot of Kenya and Tanzania: Using Big Data (SMS and social media) for monitoring SDG 5.6.1

The Africa Voices Foundation worked with Well Told Story a company delivering large-scale, positive, social and behavior change among 6+ million youth in East Africa through a free, data-driven, multimedia (comic, radio, events, digital media) brand called Shujaaz. Dynamic and digital conversations guided by Shujaaz media fans via Facebook, WhatsApp and SMS were used as data sets to inform their learning and strategy for social behavior and normative change around contraception. A longitudinal panel study linked the normative shifts to behavior change at scale.

PART 2: DATA IS FOR ALL OF US

As we tap into the potential of data and statistics in advancing sustainable development, this section points us to the importance of gender data in addressing the unique gender issues and needs of women across various domains. The section spotlights significant progress in the gender data revolution across the ESA region providing practical examples that can be used to transform the data landscape and improve the gender data culture through various building blocks and maximize on data for all. The subsequent sections contain examples fostering better understanding.

2.1   Why Produce Gender Data?

Gender data provides critical insights into the specific vulnerabilities, needs and experiences of different genders including minority groups.

The production of gender data and statistics is important for several reasons:

Informing evidence-based policymaking: Gender data provides critical insights into the specific vulnerabilities, needs and experiences of different genders including minority groups. The facts and evidence help ***policymakers, government, media, and non-state actors*** develop targeted interventions that respond to existing inequalities in society. The production of gender statistics has the role of informing the public and the media, raising awareness, encouraging public debate and promoting change in society.

Design of targeted interventions: Gender data and statistics facilitate targeted interventions, and contribute to delivery of projects, programmes, and government initiatives that respond to actual needs and issues of women, girls, men, and boys in society.

Monitoring progress towards gender equality: Gender data can be used to track progress in achieving gender equality goals by providing indicators for specific gender priority issues in any sector. ***Policymakers, politicians, government, women's rights organizations and civil society*** can confidently rely on statistics to identify priority gender areas of improvement, assess the impact of interventions, and adjust where required.

Closing gender gaps: Collected Gender-disaggregated data reveal disparities across genders, highlighting differences in experiences between women and men. ***Policymakers*** can use the data to address gender disparities in any context. For instance, in Prevention and Response of Gender Based Violence (GBV) and Violence Against Women and girls, the data helps practitioners to identify and address systemic risk factors for GBV in areas such as education, healthcare, employment, and political participation.

Identifying intersectional perspectives: An intersectional lens provides a deeper analysis of the layered forms of discrimination and how they interact with different genders and special interest groups.

Accountability: Gender data is used in monitoring and evaluation of policies, interventions and commitments related to gender equality. This data helps to hold institutions accountable for their actions, ensuring transparency and progress towards achieving gender equality targets.

Advocacy and influencing: Gender data is a powerful advocacy tool to raise awareness about the persisting gender disparities and put pressure on duty bearers to act.

Resource mobilization: The evidence provides a justification to mobilize resources to be used in investing in accelerating gender responsive policies and national plans.

Government and legislature, media, and grassroots organizations have witnessed a radical shift in how gender data and statistics are produced, used, and disseminated to track and accelerate progress towards national gender priorities and gender-related SDG targets.

2.2 The Gender Data Revolution: Perspectives from the ESA Region

To measure true progress in the post-2015 development agenda, we need more than a mere data revolution-a "gender data revolution" is the way to go." and exclusive opinion by UN Women Deputy Executive Director John Hendra and Eduardo Sojo, President of the Mexican National Institute of Geography, Statistics, and Information

Government and legislature, media, and grassroots organizations have witnessed a radical shift in how gender data and statistics are produced, used, and disseminated to track and accelerate progress towards national gender priorities and gender-related SDG targets. This section provides linkages on how gender data has impacted the journey towards accelerating progress in gender equality and can be used to steer regional cross learning, an objective of the toolkit.

Below is an account of the gender data revolution in ESA:

Tanzania

- **Scaling evidence-driven prevention and response of gender-based violence:** increased access to and use of GBV data has enabled Zanzibar to open one-stop centers which offer counseling, health services, and legal aid to survivors/victims of GBV. With support from the Swedish International Development Agency (SIDA), the Government has committed to four (4) centers in Ungula and four (4) in Themba as well as several in the mainland. Existing data has built a strong case for private sector involvement in supporting grass root communities report and seek justice

within the criminal justice system. The private sector has also constructed additional police posts and provided motorcycles to police officers enabling them to respond to reported cases at grassroot level.

- **Women's land's rights and tenure security:** Land statistics *disaggregated by* sex are essential to monitor progress towards a more secure and gender-equitable land tenure system where women have equal rights with men to own land, a major factor of production. Tanzania has made enormous strides in the production and use of gender data and statistics on land ownership. There is a recent Ministry of Lands Directive for all working in the Land Sector to submit data for centralization.

Land statistics disaggregated by sex are essential to monitor progress towards a more secure and gender-equitable land tenure system where women have equal rights with men to own land, a major factor of production.

- **Ending the fight against child marriage:** The Social Institutions and Gender Index (SIGI) Survey conducted in 2020 by Tanzania's National Bureau of Statistics (NBS) with support from the Embassy of Ireland and in collaboration with UN Women Count and Muhimbili University of Health and Allied Sciences (MUHAS) is considered a game-changing gender data resource. SIGI data reveals that 16 percent of girls in Tanzania were married before the age of 18 years. While lower than the average rate of girl child marriage of 24 percent in Eastern Africa in 2019, the prevalence is still concerning calling for action to end early marriage in Tanzania. The Law of Marriage Act, 1971 allows for boys to marry at 18 while girls can marry at 15 with parental consent. The same law also permits both girls and boys to get married at 14 years with the court`s permission. The Local Customary Law (Declaration) Order, GN 279 of 1963 allows each ethnic group to follow and make decisions based on its customs and traditions. A 2016 landmark decision by Tanzanian High Court ruled the provisions as unconstitutional asking the government to raise the legal age of marriage to 18 years for both girls and boys
. A motion has been tabled in parliament to review this law based on SIGI data which points to the high rate of child marriage in the country.

- **Monitoring and tracking sustainable development goals (SDGs) for education sector reforms:** Tanzania has also invested in capacity within the national statistical system (NSS) to generate gender data and statistics to monitor the SDGs and other gender equality and women's empowerment (GEWE) commitments
. Improving statistics production through SIGI has helped the country recognize that women and girls are missing on opportunities due to child marriage. The improved production of statistics among younger age cohorts has supported a range of policy reforms advancing gender equality in education.

Kenya

- ***Reframing Care Economy:*** In **Kenya**, the UN Women Count Program supported the first Kenya Time Use Survey in 2021 through a modular approach. This enabled the country to measure SDG indicator 5.4.1 among other key achievements such as development of Kenya's first-ever measure of women's empowerment in the Women's Empowerment Index (WEI, 2020) and first comprehensive measure of poverty from a multidimensional and monetary perspective in the Comprehensive Poverty Report (2020). [The Kenya Time Use Report](#) was launched in October 2023 through support from Oxfam, UN Women, and the World Bank. The State Department for Gender and Affirmative Action (SDfGAA) in consultation with diverse ministries, departments and agencies (MDAs) including academia used the findings to inform the draft National Care Policy, which was validated in February 2024.

Ethiopia

- ***Communicating gender statistics:*** UN Women supported the Ethiopia Statistics Services (ESS) to develop and endorse a Communications and Advocacy Strategy (2020/21–2024/25) to improve the communication and use of gender statistics. Additionally, Women Count has been an instrumental partner in transforming Ethiopia's traditional data collection system, putting a national dashboard in place, and supporting the establishment and functioning of the National Gender Information System (NGIS) in relation to data analysis, interpretation, and generation of gender statistics.

- **Strengthening evidence-driven women and child protection multi-sector dialogue and policy reforms**: According to the Ethiopia Demographic and Health Survey (EDHS 2016) at least one out of every three women in Ethiopia has been beaten, coerced into sex, or otherwise abused in her lifetime by an intimate partner,. At some point in life, and nearly one in four (23 percent) of women have experienced physical violence while 10 percent of the women have experienced sexual violence. The study documents high rates of under-reporting at 66 percent by women and girls who experienced violence.

  Policymakers, civil society, relevant line ministries in close liaison with the Ministry of Justice (MoJ) in partnership with UN Women Ethiopia and UNICEF developed the National Five-Year Strategy (2021/22-2026) on Prevention and Response to Violence against Women and Children (VAWC). The Strategy fosters an enabling environment for children and women to enjoy their rights free from fear of violence. It also provides guidance on systems that will strengthen reporting mechanisms and offer survivor-centered support to survivors of Violence against Women and Children (VAWC).

In Kenya, the UN Women Count Program supported the first Kenya Time Use Survey in 2021 through a modular approach. This enabled the country to measure SDG indicator 5.4.1 among other key achievements

Uganda

- **Voluntary National Reporting on SDGs:** Uganda has put in place a series of partnerships with civil society, youth, and private sector seeking to support Voluntary National Reporting (VNR) on the SDGs. Uganda constituted an SDG Secretariat domiciled at the Office of Prime Minister which works with CSOs through a partnership framework entitled the National CSO Core Reference Group on SDGs led by the Uganda National NGO Forum.

According to Uganda's SDG Progress Report 2021, out of 201 SDG indicators applicable to Uganda, 119 have data points, an improvement from 45 in early 2020 to 92 during the presentation of Uganda's second Voluntary National Review Report in 2020.

According to the VNR 2020, the Government also mobilized the private sector to provide continuous support toward implementing the SDGs and NDP III. Established in 2019, the Youth Coalition for the SDGs collaborates with the Government bringing together 30 organizations that focus on SDG implementation among the youth. Citizen data and national statistics have played a crucial role in voluntary national reporting and providing data for this process. According to Uganda's SDG Progress Report 2021, out of 201 SDG indicators applicable to Uganda, 119 have data points, an improvement from 45 in early 2020 to 92 during the presentation of Uganda's second Voluntary National Review Report in 2020. In addition, Uganda's updated National Priority Gender Equality Indicators (NPGEIs) 2019, reprocessed the initial 106 indicators through a participatory and consultative process with support from UN Women and is an essential tool for monitoring progress towards achieving the SDGs. The NPGEIs have produced 77 percent of the minimum set of gender-related SDGs and have been integrated in key Government monitoring and reporting tools including the Voluntary National Reporting (VNR), the Third Plan for National Statistical Development (PNSD III) and the UN Sustainable Development Cooperation Framework (UNSDCF). The updated NPGEIs have also been used to report on international commitments including CEDAW, the Beijing Platform for Action (BpfA), and the Maputo Protocol.

- The Time Use Survey Report 2019 contributed to the adoption of energy-efficient cooking technologies policies and the extension of clean water to underserved communities by the Ministry of Water and Environment. It also sparked discussions with Parliament to revise the Employment Act.

- According to the Gender Statistics Brief-ESARO Office 2022 and Learn from Uganda Country Brief, UN Women collaborated with the Uganda Bureau of Statistics (UBOS), the Ministry of Gender, Labor and Social Development (MGLSD), and other partners to spearhead the design, implementation, and analysis of Violence Against Women (VAWG)/ Violence Against Children (VAC)/Family Survey reports. Access to gender statistics has increased through UBOS' new web-based Gender Statistics Portal. The database hosted by UBO's has made it easier to access gender data used to monitor global and national commitments, including data on social norms and institutions.

Rwanda

- In 1995, Rwanda committed to the 1995 Beijing Declaration and Platform for Action (BDfA). More than 25 years later, the country has delivered on its commitments in promoting GEWE and by 2021, was ranked as the 7th world wide in the World Economic Forum global gender gap report

- Rwanda included a domestic violence module in the Demographic and Health Survey (DHS) collecting data on violence against women. Reflecting on two Tier II SDG indicators, namely indicators 5.2.1 and 5.2.2, the Government has put in place a concept of safe shelter for GBV survivors which further expands the available protective options for victims and those at risk.

  The findings of the survey were used by the Ministry for Gender and Family Promotion to review the National Policy against Gender-Based Violence awaiting cabinet approval. The National MenEngage Strategy and Rwanda Policy Scorecard-MenEngage Alliance guidelines for community re-integration of survivors of GBV were formulated using findings from the DHS.

- A five-year implementation strategy for the National Gender Policy 2019 was developed from gender gaps assessed by DHS to guide interventions by all actors. According to the policy, priority Area 1 targets engendering national planning frameworks, sector policies as well as programs in public and private sectors. The revised National Gender Policy 2019 mandates all sectors to mainstream gender seeking to close such gender gaps through targeted efforts.

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Zimbabwe

- **Voluntary National Reviews:** Gender data is also increasingly informing national reports, such as Zimbabwe's Voluntary National Review (VNR) in 2021 and strengthening countries' abilities to monitor and report on the SDGs. This has resulted in an increasing demand for UN Women's support on gender statistics across the continent.

- **Mainstreaming a gender perspective in Statistical Systems:** Zimbabwe, through technical support from UN Women, validated and launched the National Gender-Responsive Monitoring and Evaluation (M&E) Guidelines and finalized the Gender Equality and Women's Empowerment M&E Framework as well as the evaluation of the National Strategy for the Development of Statistics 2016-2020 from a gender perspective.

2.2.1 Sustaining the Gender data Revolution: what is common in the ESA Region?

This section portrays a structural analysis of the major issue, causes and effects of slow uptake and use of gender data by target users across the ESA Region. It illustrates how 'information asymmetry' has the potential to slow the gains articulated in Section 2.2 so that governments and non-state actors can collectively work towards sustaining gains in the gender data revolution closing the gender gap at national level.

Figure 2: Understanding the root cause of low gender data uptake and use

EFFECTS:

'Information Asymmetry' has serious consequences on women, girls, men boys and girls in society. Failure to address the causes results in: widening of gender gaps and the exclusion of women, men, boys and girls, persons with disabilities and special interest groups in national priorities and development plans resulting in increased inequalities and poverty in society.

Gender Data
e.g. Surveys, Administrative Data, Big Data, Qualitative Data, Citizen Data is produced

Potential Users:
Media
Legislature
Researchers
Grassroot and community leaders
Civil society

ISSUE: 'Information asymmetry'

Producers have generated gender data which users have no knowledge exists, and/or can either not easily access or access in a timely manner, or interpret or use to inform their work

Key Influencing factors:

Investing in continuous gender data literacy: Specifically target strengthening skills and capacity of users in interpreting gender data from existing facts and evidence. For instance, train media, legislature including those who advise them on how to interpret existing data into national priorities.

Delivering impactful messages through gender data: Train media, grass root and community leaders and civil society on communicating gender data including data story telling through simplified media and tools for advocacy.

Partnership and collaboration: Deliberate collaborative efforts to champion gender data use and improve data culture and trust in producers and users of data must be put in place through legislative policies and frameworks

CAUSES

- **Lack of political** will to finance uptake and use post-production of gender data
- **Limited literacy** of target users in interpreting gender data
- **Lack of trust** between users and producers of gender data. This is common in media and change advocates such as grassroot organizations and community leaders and civil society
- **Limited production** of user-driven gender data hence limiting demand for use
- **Broken linkages** between producers and users fostering low uptake
- Limited enforcement legislative frameworks mandating use and uptake of gender data.

To make good on our promise to leave no one

2.2.2 Building Blocks for Scaling the Gender Data Revolution in ESA Region

I. Building Block 1: advocate for legislative policies and sector plans

Buy-in from government, policymakers, media, academia, grass root organizations and leaders is crucial to sustaining gains in the gender data revolution and improving data culture. Accountability can only be upheld through developing policies that leave no one behind in statistical systems. This is an inter-agency effort that focuses on:

- *Strengthening collaboration and commitment* between NSOs, government data institutions, and existing national gender machinery to use existing gender data in evidence-based decision-making.

- A*dvocating for legislative frameworks and policies* that *mandate collection, production, and use of gender data in all sectors to* reflect the issues and situation of women, girls' boys and men as well as minority groups.

- D*efining the specifications of these formal requirements* including regulations to oversee implementation of these legislations and plans.

- Establishment of *ethical guidelines to govern dissemination of gender data*, addressing issues of availability, data protection and dissemination of gender data and statistics produced at national level.

II. Building Block 2: integrate a gender perspective in data

As a consultative process, there is an opportunity to produce demand-driven data, which will eventually be used by a wide selection of users in the ecosystem. Gender has a multi-disciplinary and intersectional perspective and mainstreaming gender in the production of data is important. Most importantly, when all users are consulted at all stages of collection and production, NSOs create an enabling environment to build trust at all stages of data collection improving data trust and culture for increased uptake and use. The goal is to ensure that the data is relevant to target user needs for increased uptake and use.

Buy-in from government, policymakers, media, academia, grass root organizations and leaders is crucial to sustaining gains in the gender data revolution and improving data culture.
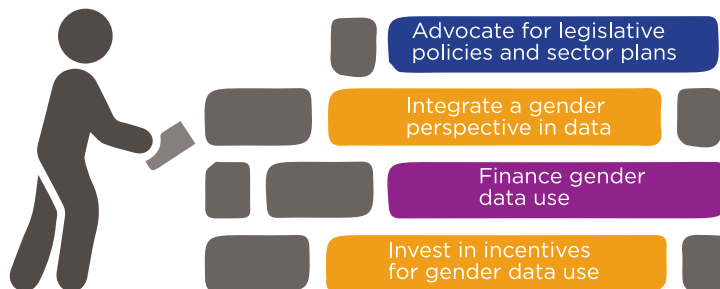
Figure 3: Building Blocks for Scaling the Gender Data Revolution in ESA Region

III. Building Block 3: finance gender data use

Investing in stronger gender data systems is an ongoing process that requires financial/budgetary allocations as well as partnerships across all actors to improve gender data uptake and use.

With current budget cuts in gender programming and austerity measures, financing gender data use remains elusive.

Data2X and Open Data Watch estimate that USD 500 million is needed from donors annually from now until 2030 to adequately fund core gender data systems. Governments, development partners, and private sector stakeholders need to prioritize investing in gender data dissemination. The Clearinghouse's Gender Data Channel and UN Women, Data2X, Open Data Watch and PARIS21's Solutions in Scarcity initiative offers pathways to close the financing gap.

IV. Building Block 4: invest in incentives for gender data use

A common issue of concern in the data value chain is a geographical power imbalance between data users and producers and the lack of incentive to use existing gender data. Inequality is expressed in access and skills in interpretation of gender data presented in official data bases widening the gap between countries. evident in access.

It is important to promote data use by strengthening data and statistical literacy and ensuring that data production is driven by user needs, which vary from user to user. Incentivizing through skills transfer breaks the 'information asymmetry' fostering trust in data users. Ensuring equitable access and participation in the gender data revolution by state and non-state actors is important as it creates an incentive for the use of gender data across users.

…USD 500 million is needed from donors annually from now until 2030 to adequately fund core gender data systems. Governments, development partners, and private sector stakeholders need to prioritize investing in gender data dissemination.

PART 3: MAXIMIZING ON THE POTENTIAL FOR GENDER DATA

3.0 Why use Gender Data?

This section deepens understanding on *'why'* legislature, government, policymakers, media, academia, grassroot and CSOs should use gender data at all stages of their work. To better illustrate this, the section delves further into the *'how'* by providing practical tips and tools that may be used in evidence-based planning, policymaking, advocacy, resource mobilization, and accountability efforts to achieve GEWE in and through statistics. For this section, you will need to reflect on the essentials of the toolbox highlighted in Chapter 1 for better understanding and use of your context.

Gender data and statistics are an essential tool for raising awareness about the gender gaps and concerns across all sectors of the economy.

Gender data and statistics are an **essential tool** for raising awareness about **the gender gaps and concerns** across all sectors of the economy. They also serve as essential tools for tracking progress towards achieving gender equality and sustainable development. **We rely on gender data** because it provides an **accurate representation of the context** of women, men, girls, and boys' experiences in society and is crucial for planning, policy making, advocacy and accountability.

Planning   Policymaking   Advocacy   Accountability

Figure 4: Uses of gender data

Where it all begins: gender analysis

Unlocking the potential of gender data is driven by the availability of adequate and reliable gender-disaggregated data and statistics vital for planning, policymaking, advocacy, and accountability efforts aimed at achieving gender equality.

When we conduct gender analysis, we collect evidence and facts on the needs and priorities of women and men in the context of a sector and use the evidence to develop strategies on how we can address inequalities through various programmatic interventions. The steps in gender analysis are as follows:

When we conduct gender analysis, we collect evidence and facts on the needs and priorities of women and men in the context of a sector and use the evidence to develop strategies on how we can address inequalities through various programmatic interventions.

Step 1

Collecting evidence and facts on women and men presented as gender disaggregated statistics or sex disaggregated data.

Step 2

Using the gender data, identify gaps which perpetuate inequality and how they affect women girls, boys and men. Simply, what need and concerns are evident?

Step 3

Using the evidence on inequalities or gender specific concerns. Design a strategy which could be a policy intervention or affirmative action measure to advance equal opportunities and rights.

Step 4

Assess the impact of planned action on lives of women and girls, boys and men. This forms part of monitoring and evaluation for accountability towards tracking progress in realizing gender equality.

Figure 5: Gender analysis: step-by-step process

Gender analysis is another essential tool to help you transform the lives of women, men, girls and boys. This is because statistics presented in national surveys, big data, citizen data, and qualitative data should undergo gender analysis to support interpretation and synthesis of evidence for evidence-based actions. You will note that in all subsequent sections, gender analysis will be important in the policymaking process, planning, advocacy, and accountability efforts aimed at achieving GEWE. Below is an account of the value of gender data in advancing gender equality outcomes:

3.1 Planning

It is impossible to develop project budgets that are gender-responsive without gender-disaggregated data to guide the process. Gender data from national surveys, qualitative data, citizen data, administrative or qualitative data is vital in identifying the overall gender priorities before budgeting and allocating funds. To illustrate this, we look at the Story of the Fox and the Crane.

Box 3: The Story of Fox and the Crane

One day, the fox visited the crane and food was served in a deep vase. The fox could not eat as he could not reach the food in the vase. When it was time for the fox to host, food was served on a flat dish.

Unfortunately, the crane found himself in a dilemma as he could not pick up food from the plate using his beak and therefore could not eat. In both instances, the fox and the crane went home hungry.

The story emphasizes the importance of appropriate treatment characterized by ensuring that the crane and fox are served based on their needs, abilities, and constraints in order to enjoy the meal. It illustrates that same (equal) treatment does not necessarily translate to equal opportunity as by serving the fox in the same dish as he served himself, the crane hindered the fox from eating and vice versa. Therefore, in the lenses of gender-responsive budgeting, we begin by identifying the gender issues affecting members of society to facilitate effective gender-responsive budgeting (GRB).

We use the story of the fox and the crane to illustrate the GRB process or a gender-sensitive budget due to the importance of gender data and evidence when allocating resources. It is often easier to cure rather than to diagnose a problem.

Gender responsive budgeting demonstrates governments' commitment to national planning by allocating resources equitably in and through data because:

3.1.1   It costs money to make women count

The cost of making gender and women's needs visible is often not factored in budgeting and budget monitoring processes. GRB is a strategy for integrating a gender perspective into fiscal policies and the process of public financial management hence making women count in budgeting priorities. Often at a cost, it starts with legislative and fiscal policy reforms and the environment reflects the needs of women and men. Gender-disaggregated data is a prerequisite for effective gender budgeting across all sectors.

GRB is a strategy for integrating a gender perspective into fiscal policies and the process of public financial management hence making women count in budgeting priorities. Often at a cost, it starts with legislative and fiscal policy reforms and the environment reflects the needs of women and men.

Case Study 1: gender-responsive budgeting in Rwanda

Rwanda demonstrates the importance of gender data at different stages of the budgeting cycle by ensuring that the economic cost of gender equality is reflected in policies, legislations, and sector priorities at the national and subnational level. To achieve this, robust institutional frameworks and reliable data are needed to govern fiscal planning ensuring that budgets fully reflect the unique gender needs of our society into distribution of resources. In illustrating the potential for gender data, we look at how Rwanda has adopted Elson's Tools for Gender Responsive Budgeting and how the tools interact with evidence on women and girls, boys and men.

Tool 1: Gender Aware Policy Appraisal.

In Rwanda, *parliamentarians, government* and ***gender machinery*** evaluated their budgeting and policy frameworks and following this initiative, a National Gender Policy that placed emphasis on gender budgeting was formulated in 2008. This was prioritized in policy as an initiative to prioritize mainstreaming of gender in national budgets.

In FY 2010/2011 guidelines to mainstream gender in the national budget were rolled out to all ministries and districts. At present, all ministries and districts prepare and submit an annual gender budget statement alongside the institution's medium-term and expenditure framework at the end of each fiscal year. All these are required by the Organic Budget Law on State Finance and Property in Rwanda. The policy mandates all sectors to ensure that budgets reflect unique needs of women and monitoring and that evaluation is upheld through Gender Responsive Budgeting Statements.

Tool 2: Gender-disaggregated public expenditure incidence

Gender data also helps governments (Ministries, Departments, Counties and Agencies) and legislature assess the extent to which expenditures are gender inclusive and responsive by comparing the distribution of benefits of public spending among women and men, girls and boys.

The government of Rwanda, through the Ministry of Finance and Economic Planning started implementing GRB in 2008. According to the Guidelines for Gender Budgeting Responsive Budgeting/Gender Responsive Budget Circular, the government chose the gender budget statement (GBS) as the main tool of implementation. A recently enacted Organic Budget Law makes it mandatory for the Government to include *gender budget statements* as part of the documentation submitted in the budget process. Effectiveness of budget statements is improved through using indicators, which are used to track budget spending and strategy. In FY 2010/2011, guidelines to mainstream gender in the national budget were rolled out to all ministries and districts. Presently, all ministries and districts prepare an annual gender budget statement that is submitted along with the institution's medium-term and expenditure framework as well the annual gender budget statement implementation report that is submitted at the end of each fiscal year. All these are required by the Organic Budget Law on State Finance and Property.[14]

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14   Gender Responsive Budget Circular 2008 – Rwanda https://www.pefa.org/sites/pefa/files/resources/downloads/PEFA%2003%20Gender%20responsive%20budget%20circular.pdf

A wide range of players are involved in data-driven GRB and play a crucial role as follows:

Government	• Investing in awareness raising and training of government officials' officials at all levels providing necessary knowledge on gender mainstreaming and budgeting in practice. • Partnering with policymakers non-state actors in the design of legislations and policies that govern Gender Responsive Budgeting in the country. • Formulating strong frameworks and systems where the Ministry of Finance/Planning or its equivalent leads in close partnership with the Gender machinery to develop policies governing use of gender data in financial planning. • Investing in Gender equality machinery at country level to support monitoring and evaluation/tracking of budgets for accountability in respective Ministry, Departments, Counties and Agencies also working in close liaison with planning and budgeting departments.
Politicians including Parliamentarians	• Lobbying fellow legislators for the enactment of gender responsive budgeting legislations, frameworks and practice governing all sectors.[4]
Grassroot Organizations including Women's Rights Organizations	• Working with national statistics offices, government and civil society in providing real contexts that can be used to understand better the gender priorities to be funded. • Represent local women voices who serve as advocates and champions for the achievement of interventions and tracking of gender progress at grass root level.
Academicians and Researchers	• Providing in-depth research and further analysis of administrative data for national planning. They can support further analysis of administrative data sets and surveys to provide more analyzed gender data for budgeting across diverse sectors.
Civil Society Actors	• Hold the government accountable to collect, analyze and publish data disaggregated by sex; • Advocate for government to conduct and publish intersectional analysis (for example looking at the specific experience of disabled women, or men from a ethnic group) and ensure that facts are used for national planning • Partner with the government in citizen-generated data supporting gender data capacity gaps where necessary.

Below are key considerations when using the tools above in gender responsive budgeting:

- GRB *is not 'women' only budgets* or a separate **budget**.

- *Policymakers, legislature, planning and gender machinery* should prioritize training on interpretation of gender data for effective GRB.

- *Gender data literacy* training is also a pre-requisite for legislature and those who advise them enabling them to engage in public debate and deliver on formulation of gender transformative policy reforms.

- For countries where GRB seems to be most effective, the **Ministry of Finance and Planning** takes the lead. In fact, research attributes the success of changes in fiscal policies to parliamentarians who played an important role in influencing the success of GRB in close liaison with planning departments and the relevant gender machinery. The civil society, media, and grassroot communities play an important role as advocates of equitable distribution of resources and accountability especially in monitoring and evaluation of fiscal policies.

3.1.2 Delivering on evidence-based programme/project design and implementation

Gender data plays a crucial role in informing the design and implementation of gender transformative projects and programmes. To illustrate the importance of gender data, we look at the Inter Agency Standard Committee Gender Markers Tools which provides a comparative analysis of how gender data is used to advance gender equality on a cluster scale of 0-3.

Box 4: Using IASC Gender Markers for Humanitarian Response[15]

The IASC Gender Marker is a tool that measures, on a scale of 0-3 the extent to which humanitarian project are designed well enough to ensure women/girls and men/boys benefit equally from an intervention or project. The marker tool helps identify the potential of a project to generate/yield gender equality results.

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15   Fact Sheet on IASC Gender Markers -5W's https://shorturl.at/iNcCO

Gender Code	Description	Project Examples
0	This means that gender data and evidence on realities of women were not collected or used in design phase. Therefore, widening inequalities and vulnerabilities for women and girls, boys and men.	• Distribution of non-food items without identifying the gender needs including protection concerns of the population.
1	The project design in some limited way contributes to gender equality but does not challenge root causes of inequality. Therefore, the project design could be stronger and effective by: 1. Conducting a gender and protection needs assessment accompanied by gender analysis to inform the project design and implementation for gender transformative outcome.	• Distributing menstrual hygiene products that have no indication of immediate gender needs of women and girls in all their diversity and also not culturally appropriate.
2	The project is designed to contribute significantly to gender equality taking into consideration the needs of women and girls, boys and men reflected in project activities and outcomes.	• Delivering on demand-driven psycho-social support services targeting women and girls in conflict situations as well as men and boys based on their different experiences and needs with the crisis.
3	The project core objective is to advance gender equality by; a) Targeting gender needs of women and girls, boys and men including at -risk or most vulnerable b) Focuses on addressing gender power relations and root causes of inequalities. c) Closely engages men as agents of change	• For instance, implementing projects that push for the end of female genital mutilation by steering alternative rites of passage interventions and engaging elders and men including boys as agents of cultural change in such harmful practices.

Government, CSOs, researchers and policymakers are responsible for implementing gender equality in humanitarian projects. Working with grassroot organizations including women's rights organizations gender data is used to define humanitarian assistance interventions by prioritizing the needs of women, girls, boys, and men and empowering them in the face of climate shocks and related disasters. **Findings** from the needs assessment provide credible qualitative data that can be used to support shifts in norms around vulnerabilities experienced by women and girl's during drought and enhancing gender transformative humanitarian action.

Gender data is essential in helping establish the extent a project is **gender transformative.** Gender data also provides an opportunity to employ an **intersectional lens** providing vital evidence such as sexuality, race, and ethnicity for representation of all populations in interventions. Using the continuum as a diagnostic tool, remember the goal is to ensure that gender data is used at all stages of design, implementation, and monitoring of projects ensuring that projects steer away from being gender blind.

Reflecting on the IASC Gender Markers illustrated above, the emphasis on the need for gender data as a diagnostic tool is because data captures a gender perspective including the vulnerabilities faced by women and girls, boys and men for gender transformative humanitarian action.

Gender Blind

Is the failure to recognise that the needs of men and women are different.

A gender-blind approach assumes that gender is not an influencing factor in projects, programmes or policies.

#Totally Ignoring gender data and statistics

Gender Sensitive

This looks at gender inequality and gender gaps and might work to ensure equitable allocation of and/or access to, services and support. But it does not challenge gender roles or the norms, structures, systems, and power inequalities behind the problems

Gender Responsive

Challenges gender norms and seeksto advance gender justice and protect women's rights. These initiatives open a power relations and the protection and promotion of people's rights and voices.

Gender Transformative

Changes the root causes of unequal gender relations and discrimination against women and girls. Seeks to tackle inequalities by engaging women together with men in addressing underlying gender barriers

#Uses Gender data and statistics throughout the cycle

Figure 6: The gender continuum.

3.2 Policymaking process

3.2.1 Why Gender data matters in public policymaking

Policymakers play a very instrumental role in advising governments, private institutions, and non-state actors in the policymaking process. Gender-responsive policymaking involves robust data collection and analysis to understand the specific impact of policies on different genders and non-binary people. Their ability to influence policy is anchored in the production of timely quality gender data and conducting a gender analysis to derive valuable insights that inform evidence-based policymaking.

Media also have a major responsibility in ensuring that the process of policy formulation reaches all citizens and remains fair and transparent.

In practice, the policymaking process includes a wide range of activities which could start with identifying gender priority issues or conducting a data analysis and interpretation of statistics to reveal inequalities for evidence-based policymaking. The foundational understanding is that data plays a

central role.[16] The success of gender data-driven policymaking has significantly accelerated progress towards legislative and sector policy reforms in the ESA region as follows:

Kenya developed the Sessional Paper No. 02 of 2019 on National Policy on Gender and Development[17] following recognition that despite a progressive constitution that is committed to promoting GEWE, patriarchy, social norms, and religious customary laws as well as traditional administrative structural systems hinder the achievement of gender equality. This policy was greatly informed by official statistics presented through the Kenya Demographic Health and Survey (KDHS) 2018. For instance, in analyzing poverty, the Survey revealed that gender dimensions in Kenya show that women are poorer than men because men by far outnumber women in various categories of basic human development indicators as indicated by UNICEF (2016)[18]. The National Policy on Gender and Development has explicitly mentioned key gender issues presenting statistics in health, education, access to justice, agriculture, economic empowerment opportunities in the country as part of gender analysis. Good statistics lead to good policies that are gender responsive. Today, the policy serves as a basis for re-tooling the gender policy environment in Kenya's two-tier government (national and county) under the Constitution of Kenya 2010.

According to the State of Gender Equality Report, women representation in the media remains low in **Rwanda**. According to the Report, Women represent only 24.5 percent of accredited journalists, 12.4 percent of chief editors and 14.1 percent owners of managers of media houses[19]. The revised National Gender Policy 2019 now mandates all sectors to mainstream gender seeking to close such gender gaps through targeted efforts. According to the Policy, priority Area 1 targets engendering national planning frameworks and sector policies as well as programs in public and **private** sectors.[20] From the gender gaps assessed, a five-year implementation strategy for the National Gender Policy,2019 policy has been developed to guide interventions by all actors.

In **Uganda,** gender data and statistics remain important towards informing policy and sector strategic plans. In the energy sector, electricity access is slightly higher in male-headed households (52.4%) than in female-headed ones (48.4) with the differences more pronounced in rural households. More male-headed households (66%) can access the national grid than female-headed ones (58%).[21] The Renewable Energy Policy (2007) recognizes the different needs and complexities around access of energy in women and men and explicitly prioritizes conducting further studies on linkages between gender, poverty, and renewable energy.[22]

GRB is a strategy for integrating a gender perspective into fiscal policies and the process of public financial management hence making women count in budgeting priorities. Often at a cost, it starts with legislative and fiscal policy reforms and the environment reflects the needs of women and men.

16   https://data.unwomen.org/sites/default/files/documents/Asia-Pacific-Training-Curriculum/Module11/Module11_Syllabus_Us-ing-gender-data-for-policymaking.pdf
17   National Gender and Development Policy Kenya - https://psyg.go.ke/wp-content/uploads/2019/12/NATIONAL-POLI-CY-ON-GENDER-AND-DEVELOPMENT.pdf
18   UNICEF 'Statistics' http://www.unicef.org/infobycountry/kenya_statistics.html
19   GMO (2018). The state of gender equality in Rwanda: From transition to transformation
20   https://www.migeprof.gov.rw/fileadmin/user_upload/Migeprof/Publications/Guidelines/Revised_National_Gender_Policy-2021.pdf
21   National Survey Report 2019-2020 https://www.ubos.org/wp-content/uploads/publications/09_2021Uganda-National-Sur-vey-Report-2019-2020.pdf
22   Energy Country brief 2021 https://www.energia.org/assets/2021/02/Country-brief-Uganda_Nov2020_final.pdf

According to the Ethiopia Demographic and Health Survey (EDHS 2016) at least one out of every three women in Ethiopia has been beaten, coerced into sex, or otherwise abused in her lifetime, by an intimate partner, and nearly one-quarter (23 percent) of women have at some point in their lives experienced physical violence. Only 10 percent of the women have experienced sexual violence. The same study also captures high rates of under-reporting at 66 percent by women and girls who experienced violence.[23] Policymakers, civil society, relevant line ministries under the leadership of the Ministry of Justice (MoJ) constituted a national coordinating body from the said members. In partnership with UN Women Ethiopia and UNICEF, the National Co-ordinating body developed the National five-year strategy (2021/22-2026) on Prevention and Response to Violence against Women and Children (VAWC) has been developed with the support of UN Women and UNICEF. According to UN Women Ethiopia, the overall goal of the strategy is to enable women and children enjoy their rights without fear of violence, strengthen reporting mechanisms and support services to survivors of VAWC.

3.2.2 Steps in Evidence-based policy formulation

Gender data provides an evidence base for research and policy development. You may consider the following steps in evidence-based policy formulation:

1 **Gather Evidence**
What gender data or statistics is available and which data sources provide credible evidence for your context? (You may refer to the data sources highlighted in section 1.3.1)

2 **Set the Policy Issue**
Using the evidence and statistics collected consultatively with other stakeholders set the policy issue- Simply, what is the gender concern?

3 **Define Policy, Goals and Objectives**- What are the gender priority areas of focus. Using data you define what the policy is seeking to address in thematic areas?

4 **Define the Institutional and Implementation Framework-** Simply put, during implementation which are some of the gender indicators supporting monitoring of the policy/tracking progress? What is the role of the stakeholders?
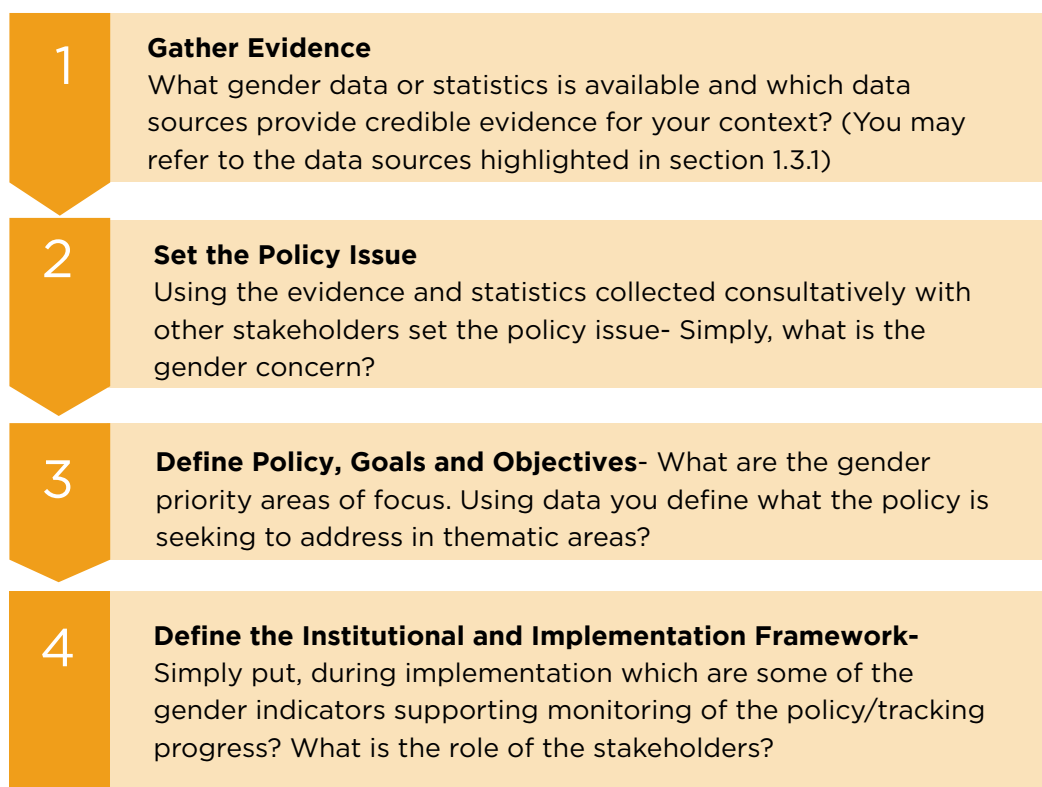
Figure 7 Generic flow process: policymaking

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23   UN Women Ethiopia https://ethiopia.un.org/en/213638-un-supporting-development-national-policy-and-strategy-gbv-prevention-and-response-ethiopia

Once you gather evidence, the facts collected are used to:

☑ Set the Policy Issue/Agenda

Questions for reflection:

- What evidence exists to define or justify the gender-related key issues, inequality, or gap you intend to address through policy?

- Which are some of the most credible data sources that can be used to provide justification?

- What existing gender related laws/policies better define the importance of addressing this inequality through policy reform?

- Who else can be engaged to define the issue across the data ecosystem?

- Ensure that you work with diverse multi-stakeholders through user-dialogue and policy dialogue forums targeting academicians, legislature, government, civil society, grassroot organizations, and all relevant actors.

☑ Define Policy Goals, Policy actions and Objectives

Good gender polices must have a policy goal, objective, and set of policy action steps outlined to help you achieve the set gender objective or goal. The following section will help you reflect:

What is a policy goal? Goals provide specific policy actions and objectives that are often long-term. In defining the goal, reflect on what issue the policy is seeking to address? What are the defined gender outcomes?

Secondly, which target population and group do you wish to foster change by addressing inequalities presented? It is important to explicitly define your population target including disadvantaged or marginalized groups to the extent possible. They are presented as broad statements for instance, end GBV and violence against women and girls in domestic work and thus promote decent work.

What is a policy objective? Objectives are more specific statements which provide measurability to the policy? The objectives define what steps will be taken given status and what is the desirable gender related outcome.

What is a policy action? These are more specific as they define implementation measures to be adopted to achieve goals and objectives. A policy action for the above goal would for instance be to implement legislative policies regulating violence and harassment in the world by regulating employers' obligations to safety and protection of domestic workers from abuse.

Good gender polices must have a policy goal, objective, and set of policy action steps outlined to help you achieve the set gender objective or goal.

Define Institutional and Implementation Framework

Key questions for reflection:

- Using gender data, what indicators can be used to track gender set goals and progress achieved through the policy actions?

- Define the role of different stakeholders in supporting the implementation of the gender policy.

3.2.3 Using gender data in policy brief formulation

Policy briefs serve as a tool for providing evidence-based policy advice and as a great tool to present issues faced by women in and through produced gender data and statistics for policy intervention. A policy brief is a concise summary of an issue, the policy options to deal with it, and strategic recommendations on the best (short, medium, and long-term) courses of action.[24] Policy briefs can be used by researchers, politicians/public office-holders, grassroot organizations and civil society to present/disseminate new evidence in a concise manner.

Policy briefs serve as a tool for providing evidence-based policy advice and as a great tool to present issues faced by women in and through produced gender data and statistics for policy intervention.

Generic flow process: evidence-based policy brief development

Step 1: Audience Analysis

- Who is your target audience?
- Using gender statistics and evidence, outline what is their interest in the subject gender matter or issue? Secondly, what information is needed for decision making?
- What media and format are accessible to your audience?
- To what extent are they open to your recommendations?

1	Audience Analysis
2	Set the Policy Objective
3	Identify Key Messages
4	Key Findings
5	Policy Implications
6	Recommendations
7	Conclusion
8	References and Footnotes

Figure 8: Generic flow process: evidence-based policy brief development

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24   Writing effective reports https://www.fao.org/3/i2195e/i2195e03.pdf

Step 2: Set the Policy Objective

- What gender issue or gap do you want your audience to know or are you interested in influencing policy change?

- Provide enough background through existing data from identified data sources and existing laws helping the audience understand the problem.

- What are the existing gender statistics or evidence on the problem/issue identified?

Step 3: Identify Key Messages

- Identify 2-3 messages which present what you wish to communicate to your audience.

- Tailor your message using gender statistics explaining what the important gender issue is.

Step 4: Key Findings

- Present gender data using data visualization and infographics including graphs to support your message. Official statistics or citizen data can be complex but can be rendered accessible when presented in friendly formats such as those suggested above

- State what previous statistics have shown including what policies or programs have not been able to achieve.

- Indicate whether there is need for action and specify the action to be taken

Step 5: Policy Implications

- Explain what has been tried and whether or how effective it is in addressing the gendered outcome.

Step 6: Recommendations

- Relying on the gender data and statistics, provide policy recommendations and give specific interventions or actions to be taken when and by whom.

Step 7: Conclusion

- Using gender data, remind target audience on why action is necessary and the consequences of inaction on promoting gender equality and women's economic

Step 8: References and Footnotes: Acknowledge sources of data and acknowledge authors including sources of data an information.

A wide range of players may be involved in evidence-based policymaking at different stages as follows:

Table 2: Preliminary mapping of the role of stakeholders in supporting gender statistics driven policymaking

Role	Civil Society=	Policymakers	Government	Media=	Academia	Grassroot Community Leaders and Organizations
Technical and financial	• Foster access to gender data and statistics through strengthening partnerships between producers and users of data for increased uptake e.g. fund user producer dialogues, portals and dashboards increasing access to existing gender data, • Produce citizen data on gender related domains including filling gender data gaps in liaison with National Statistics Office providing evidence on existing gender data gaps to be used in policymaking. • Fund data uptake and use user producer dialogues, media and channels for increased use of produced/ existing gender data • In liaison with grass root organizations ensure that women's voice and leadership in evidence generations is represented in statistics	• Provide technical support to government, civil society and media in the interpretation of gender data and statistics for policymaking process	• Develop legislation and frameworks that mandate mandatory production and use of gender data in public policy actions. • Ensure that gender data is used in design, implementation and monitoring of public policy through formulation of gender performance contract measurement frameworks • Work with national statistics offices and policymakers in interpretation of gender data for public policy planning.	• Develop relevant TV and Radio Content through spot advertisements on ongoing policy processes.	• Produce citizen data on gender related issues and gaps in society in form of research. • As a think tank, participate in formulation of national policies and provide technical inputs through gender hubs and directorates in tertiary learning institutions.	• Mobilize citizens to provide their voice especially women and minority groups during public participation forums.

Role	Civil Society=	Policymakers	Government	Media=	Academia	Grassroot Community Leaders and Organizations
Advocacy	• Strengthen the capabilities of citizen and target users in evidence-based policy influencing and advocacy.		• Work with civil society and media in design of social behavior change campaigns responding to policy issues identified while relying on gender data for advocacy efforts	• Push for media campaigns as part of evidence-based advocacy on gender-related policy areas.	• Contribute by strengthening cross-learning targeting effective public private partnerships aimed at strengthening use of gender data in public policy planning.	• Working with media and government in policy advocacy and strengthening dialogue at grass root level.
Capacity Strength-ening users	• Increase funding targeting using gender data for policy and use for target users including those who would wish to use this toolkit.	• Working with academicians and researchers strengthen the legislature's capacity to interpret gender data in all stages of evidenced policymaking and tracking of progress towards gender outcomes.	• Fund gender data literacy targeting legislature and state officers to support the process of evidence-based policymaking and influence use of gender data public in service delivery			

3.3 Advocacy

Gender inequality is the consequence of complex gender social norms and patriarchal systems that marginalize women and girls and minority groups in society. Through advocacy, we can transform such systems by building campaigns and influencing change that accelerates achievement of gender equality and women's empowerment. Effective advocacy[25] is strengthened by gathering and presenting evidence to make a case for change. It is always important to know how to drive change and when to communicate to the right audience or stakeholders who have influence when it comes to effecting change in the lives of women and girls, men and boys.

Effective advocacy may succeed in influencing policy decision-making and implementation by educating leaders and policymakers, reforming existing policies, laws and budgets, or developing new programs. It is also an avenue for creating more democratic, open and accountable decision-making structures and procedures.

Effective advocacy may succeed in influencing policy decision-making and implementation by educating leaders and policymakers, reforming existing policies, laws and budgets, or developing new programs.

3.3.1 Using gender data for policy advocacy

Gender-transformative advocacy is aimed at addressing the root cause of inequality using data to design campaigns aimed at transforming patriarchal systems that undermine women's voice and agency and thereby creating lasting change. In and through gender data, evidence, and facts, media, governments and grassroot organizations can deliver on campaigns and social behavior interventions that result in:

Shifting narratives and perceptions

Changing mind-sets, norms and perceptions on gender equality and women's right to participate in public and private life on equal basis with men and women.

Change policy and practice

Evidence on women and girls' lived realities and exclusions provides an opportunity to build campaigns that successfully influence government efforts towards enacting gender transformative laws and policies that accelerate progress towards GEWE.

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25   In the context of this toolkit, advocacy is defined as the process of using gender related evidence and statistics on the lived realities of women and girls, boys and men to drive gender transformative policy action and reforms influencing shift in norms and narratives, practice and decisions at national and institutional levels.

Case Study 2: Data driving change in women's land rights and tenure

In this section, we spotlight GROOTS Kenya data-driven advocacy efforts working through grassroot women to champion gender-transformative reforms in land rights. GROOTS Kenya, a grassroot community movement, led a campaign targeting reforms in Kenya's laws on Land Rights by calling for joint land titles where women can have their names included in land title deeds.

In a community-led initiative, one of the grassroot champions named 'Alice' led other women in interviewing 2,430 households seeking to get information on land ownership at household level. The results surveys were presented in a forum inviting men including spouses of respondents. The forum encouraged men to empower women by taking joint land titles. Today, more men in the target community are taking joint titles.

3.3.2 The power of gender data in media advocacy

Media is a strong partner for getting across messages on gender equality and shifting narratives, policies, and practice to a wide target audience. It all begins by understanding how to communicate gender statistics in broadcast, editorial, or print content. In Chapter 3 we look at some strategies for fostering the uptake and use of gender data for transformative action.

The global trend towards consumerism has unfortunately often portrayed women and girls inappropriately in advertisements[26] The BPfA emphasizes that governments should promote women's equal participation in the media by encouraging women's media networks and promoting research and implementation of information strategies to ensure a balanced portrayal of women and men. It therefore calls on media organizations and NGOs to develop diverse and balanced representations of women, establish groups to monitor the media, and train women to make greater use of information technology.[27] The 1995 BPfA also states that the impact of the media on women is generally negative:

"…Print and electronic media in most countries do not provide a balanced picture of women's diverse lives and contributions to society in a changing world. In addition, violent and degrading or pornographic media products are also negatively affecting women and their participation in society''

Media is a strong partner for getting across messages on gender equality and shifting narratives, policies, and practice to a wide target audience

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26   Media advocacy Toolkit 2008 http://www.peacewomen.org/assets/file/AdvocacyEducationTools/mediaadvocacytoolkit_wacc_2008.pdf
27   Only Silence will Protect You, Women, Freedom of Expression and Language of Human Rights, Jan Bauer, International Centre for Human Rights and Democratic Development, Montreal, 1996

Case Study 3: evidence-based reporting training for the media

Training and capacity-building for data users and producers to effectively communicate gender data and statistics is instrumental in strengthening how gender data is used for advocacy and decision-making. The Gender Statistics Training Curriculum developed by UN Women and the Statistical Institute for Asia and the Pacific (SIAP) features a module on communicating gender data, which has been adapted and replicated across countries in and outside the region. For statisticians from NSOs in Malawi and Liberia, participating in the Africa-wide training on communicating gender data has led to an increased awareness of the appropriate use of data visualization tools and audience-centered messaging, with the observation that statistical products that reflect these new perspectives are resonating more strongly with target audiences. In Malawi, for example, repurposing data into infographics and user-friendly visual materials has improved the reach of data on issues like GBV and women's empowerment in rural areas where literacy often poses a significant challenge. There is now increased demand for these gender data products from CSOs here who now feel better equipped to lobby policymakers on these issues[28]

Guidelines for evidence for gender advocacy

Determine your audience:

Target audience analysis involves establishing the target audience for your gender message by considering the demographics, values, and priorities when it comes to advancing gender equality.

Target audience analysis involves establishing the target audience for your gender message by considering the demographics, values, and priorities when it comes to advancing gender equality. Upon identifying the audience, media, policymakers, grassroot organizations and civil society should always aim to use gender-sensitive language in communication of statistics. The media have an opportunity to target a wide array of audiences depending on issue and strategy adopted. Most often, information is delivered in a 'gender blind' or 'gender neutral' manner and this fails to represent inclusive communication and language. [29]

Language is a very strong tool often shaping the attitudes and perspectives of diverse audiences. Successful advocacy is determined by ***understanding audiences***, that is, who can you positively influence and or who can put pressure on those in positions of power to create long lasting change for women and girls in society. Audiences process messages differently and should be targeted through different strategies. Example of audiences are;

- ***Key audiences*** who often have power to effect change referred to as \`change agents\` however need to be persuaded to effect change. These

28   ibid
29   https://eige.europa.eu/publications-resources/toolkits-guides/gender-sensitive-communication

comprise government and legislature who can be convened by media houses for panel discussions or debates around advancing gender equality and women's empowerment.

- **Primary audiences** are those who benefit from changes effected by `change agents 'for instance women and men including vulnerable groups in the society.

- **Secondary audiences** are considered `allies` or `partners` who you can rally to advance your change/course. For instance, media professional bodies such as editors' forums and journalists' unions, media advocacy groups; legislators and independent regulators who are instrumental in advancing gender equality outcomes.[30]

Evidence-driven advocacy should reflect a good understanding of how you will work with and also influence your audience. A good practice is to always include graphs and infographics that make information relatable to the audience. Strategies for communicating gender data will be discussed in Chapter 3.

Define your message

When we use gender data for advocacy the aim is to ensure that we uphold gender-sensitive language in interpreting statistics and defining the message you wish to put across. For instance, through data storytelling[31] statistics on women and girls can be used to define key gender messages motivating public and policymakers' interest in gender data when expressing gender gaps or relationships presented in data. A powerful tool, data storytelling should embrace gender sensitive language in expressing accuracy on lived realities of women and girls. Below is the language inclusivity scale:

Evidence-driven advocacy should reflect a good understanding of how you will work with and also influence your audience. A good practice is to always include graphs and infographics that make information relatable to the audience

Avoid
Gender discriminatory, sexist or gender biased language

Consider Carefully
Gender neutral or gender blind language

Favor
Gender sensitive language

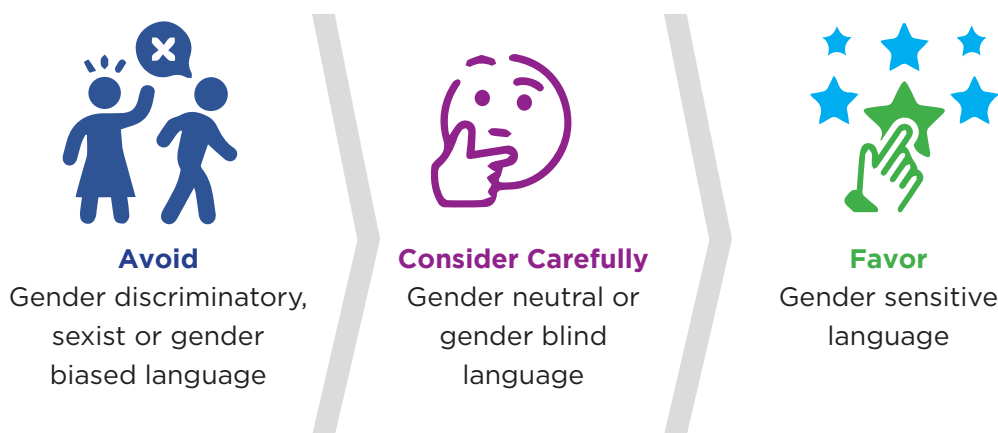*Figure 9: The inclusivity scale in language[32]*

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30 http://www.peacewomen.org/assets/file/AdvocacyEducationTools/mediaadvocacytoolkit_wacc_2008.pdf
31 Data storytelling is the process of transforming data analyses into an understandable storyline. The data is presented in a simplified manner illustrating trends through visuals and infographics seeking to influence audiences.
32 https://eige.europa.eu.

For instance, the media plays an important role in motivating government, policymakers, civil society, academia, researchers, and public perception on gender issues. Therefore, they should be equipped with requisite tools and strategies for communicating gender statistics delivering impactful messages through data storytelling[33]. Using gender-sensitive language can:

a) Make it easier to see important differences between the needs of women and men;

b) Challenge unconscious assumptions people have about gender roles in society;

c) Lay the foundation for greater gender equality throughout society;

d) Raise awareness of how language affects our behavior;

e) Make people more comfortable with expressing themselves and behaving in ways that were once not considered 'typical' of their gender.[34]

Choose an appropriate Channel

A media channel refers to a specific platform or medium through which information is distributed to target audience. Media channels encompass various forms such as television, radio, print, social media, websites and or dash boards. The following questions will help in selecting an appropriate channel+

- What is the purpose of what you are trying to advance or create long lasting change with focus on gender equality and women's empowerment?

- Who are you trying to reach with your key messages to meet your objectives?

- What is the source of gender data and are they trusted by target users?

- What are the different gender messages you intend to convey to create awareness, shift narratives or create long lasting change on gender equality?

The media plays an important role in motivating government, policymakers, civil society, academia, researchers, and public perception on gender issues.

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33 Communicating Gender Data to deliver impactful messages. https://www.unescap.org/sites/default/files/Stats_Brief_Issue21_Dec2019_Gender_Communication.pdf

34 Communicating Gender Data to deliver impactful messages. https://www.unescap.org/sites/default/files/Stats_Brief_Issue21_Dec2019_Gender_Communication.pdf https://www.unwomen.org/en/digital-library/multimedia/2018/7/infographic-why-gender-equality-matters-to-achieving-all-17-sdgs

3.4 Accountability

Accountability to gender equality is measured through indicators[35] revealing change in status of women and girls in diverse domains. Gender data and statistics are important tools for developing indicators to be used in tracking progress on policies and programmes targeting women and girls, boys and men including minority groups. Indicators are important because what is measured is more likely to be prioritized and evidence against indicators build a case for gender to be prioritized. Indicators are used in advocacy helping develop a case for driving change by highlighting evidence on gender issues.[36]

3.4.1 Strengthening Accountability is Key

The need for high-quality, timely and reliable disaggregated data, including by sex is pivotal in measuring the progress in achieving gender equality. Gender indicators provide vital information for adjusting programmes and activities so that they better achieve gender equality goals and do not create adverse impacts on women and men.

Gender indicators are categorized into two groups. (i) quantitative indicators which measure quantity, for example number of women appointed to board positions (ii) qualitative indicators which are perceptions or opinions for instance refer to opinions, attitudes and perceptions, for example from the appointed women what is their perception on their influence in decision making at the board.[37]

Civil society and grassroots organizations can use gender indicators to hold the government accountable to commitments to the public. The media also serve as **'watchdogs'** in society amplifying the voices of the marginalized and vulnerable groups so that policies and budgets reflect their needs.

Indicators are important because what is measured is more likely to be prioritized and evidence against indicators build a case for gender to be prioritized. Indicators are used in advocacy helping develop a case for driving change by highlighting evidence on gender issues.

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35   Indicators are presented as facts, opinions, perceptions or numbers which form the basis/criteria for measuring or assessing change.
36   Gender Indicators: What, how and why? https://www.oecd.org/dac/gender-development/43041409.pdf
37   Quick Guide to Gender Sensitive Indicators. https://www.fsnnetwork.org/sites/default/files/ml-quick-guide-to-gender-indica-tors-300114-en.pdf

Quick guide to developing gender sensitive indicators

When developing indicators to track progress, gender statistics are used to assess set gender objectives.

Step 1: **It all starts by clearly defining goals or objectives after a gender analysis is conducted.** Indicators are linked to objectives and should be considered as measures to evaluate the status of women and ensure that benefits are accorded equitably to men and women.

Step 2: **Assess/determine what you can measure:** To develop gender sensitive indicators, you should be able to define what success looks through data for women and girls, boys and men. you should be able to look at each of your key objectives and ask what success would look like. For example, if your goal is to increase women's ownership of land, what can you measure to assess if the situation has changed or evolved?

Step 3 **Employ a combined approach:** Remember to rely on qualitative and quantitative data on in developing gender sensitive indicators as both opinions and numerical data is vital in helping better understand and evaluate if the situation of women and girls, boys or men is changing in any context.

Key Points to Note:

We use different types of indicators at different stages of the programme or project cycle, to judge the progress we have made at a certain point in time. All are important but our ultimate focus should be on outcome indicators:

- *Process indicators* measure programme activities and outputs evaluating whether a program is being implemented well and is on track. For example, the number of training sessions on women`s land`s rights and benefits they deserve from in extractive related projects.

- *Output indicators* measure the immediate results from activities and reveal intended effect on target beneficiaries. For instance, women who demonstrate increased awareness their land rights and benefits from extractive industries and natural resources in their community after attending a training on free informed prior consent in mining contexts.

- *Outcome indicators* essentially measure to what extent a program is achieving expected results in the long-term. For example, women and girls enjoying the benefits and opportunities from extractive projects such as mining initiatives on an equal basis with men as joint owners of land with their spouses/husbands.

Box 5: SDG Goal 5 and Indicators

Reflecting on Sustainable Development Goal 5: achieve gender equality and empower women and girls

The United Nations 2030 Agenda for Sustainable Development contains a statistics and indicator framework for the implementation of the 17 Sustainable Development Goals. The aim of this framework is to monitor progress, inform policy and ensure accountability. SDG 5 to 'achieve gender equality and empower all women and girls', contains a series of targets and respective indicators on gender-based violence and harmful practices, unpaid domestic and care work, women's participation in decision-making, sexual and reproductive health and reproductive rights, amongst others[38]. Examples of targets and indicators include the following.

- **Target 5.1:** end all forms of discrimination against all women and girls everywhere. - *Indicator 5.1.1:* whether legal frameworks are in place to promote, enforce and monitor equality and non-discrimination based on sex.

- **Target 5.2:** eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation. - *Indicator 5.2.1:* proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age. - *Indicator 5.2.2:* proportion of women and girls aged 15 years and older subjected to sexual violence by persons other than an intimate partner in the previous 12 months, by age and place of occurrence.

- **Target 5.4:** recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate. - *Indicator 5.4.1:* proportion of time spent on unpaid domestic and care work, by sex, age and location.

- **Target 5.C:** adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels - *Indicator 5.C.1:* proportion of countries with systems to track and make public allocations for gender equality and women's empowerment.

The 2030 Agenda (SDGs) cannot be achieved without quality data and a robust indicator framework. The latest available SDG 5 data shows that the world is **not** on track to achieve gender equality by 2030. Despite progress in reforming laws, closing gaps in legal protections and removing discriminatory laws could take **up to 286 years** based on the current rate of change.[39]

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38   United Nations (online), Sustainable Development Goal 5 — Achieve gender equality and empower all women and girls (Sustainable Development knowledge Platform). Available at: https://sustainabledevelopment.un.org/sdg5

39   Progress on the Sustainable Development Goals: The Gender Snap Shot 2022. https://unstats.un.org/sdgs/gender-snapshot/2022/GenderSnapshot.pdf

Across the ESA Region gender indicators have been used to monitor SDG 5 and below is a snapshot of the approach adopted by different stakeholders:

<div style="background:orange">

Case Study 4: Using Citizen data to monitor Sustainable Development Goals

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Uganda adopted the UN Resolution on the need to advance the generation and use of alternative data sources, including citizen-generated data, as complementary data to inform policymaking and programming on SDG 5.[40] In the context of the SDGs and the 2030 Agenda principle of "Leave No One Behind (LNOB)", CCD helps to fill critical data gaps in national statistics.

Uganda has mobilized stakeholders in SDG implementation and monitoring to contribute to the VNR process and is now one of Africa's VNR champions. Uganda is the only country that has scaled up local government reporting approach to 12 local governments (more than twice the required five local governments)[41]

<div style="background:orange">

Case Study 5: Monitoring commitments towards ending female genital mutilation in Kenya

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Kenya made commitments related to ending GBV during the Anniversary of the International Conference on Population Development 2019. The commitments were aimed at ending Female Genital Mutilation (FGM) and support cross-border collaboration by 2022. According the 2022 Kenya Demographic and Health Survey, the prevalence of FGM is at 15 percent for women aged 15-49 years demonstrating the need for more efforts to this vice as the commitment was not realized by the year 2022. Grassroot organizations can leverage on the facts from the 2022 KDHS Report to design evidence-based programs on alternative rites of passage in most prevalent areas and work with the media to develop key messages in local languages for communities that practice this cultural practice and enhance social transformation. These efforts will bring Kenya closer to achieving SDG Target 5.3: Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

 A more comprehensive fact sheet that looks at progress in implementation of all 17 SDGs was compiled by UN Women and KNBS. The National SDG Gender Fact Sheet includes 42 Gender indicators out of the 80 Gender-relevant SDG indicators identified by the Inter-Agency and Expert Group on Gender Statistics. The National SDG Gender Fact Sheet constitutes approximately 53 percent of the 80 Gender-Related Indicators. Further, out of the 131 indicators of the Kenya National Indicators Framework (2020), the gender indicators comprise 42 out of which 26, which is 61.9 percent have been produced and published.

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40 Experiences from developing the Citizen Generated Data Toolkit in Uganda a presentation by Uganda Bureau of Statistics (UBOS) https://paris21.org/sites/default/files/inline-files/Uganda_UBOS_CGD%20in%20Uganda.pptx
41 Learn from Uganda: Citizen Generated Data/Citizen Contribution to data file:///C:/Users/User/Downloads/Be%20Like%20Uganda%20-%20CGD%20CCD%20Brief-2.pdf

Case Study 6: Grassroot women leaders championing accountability

Gender data and statistics in the hands of grassroots women enables them power, voice and agency to effectively contribute to ending poverty, gender inequality and achieve sustainable development. The power of grassroots organizations in shifting practice should be harnessed because community leaders play a vital role in transforming practice and policies at community level. In another example, GROOTS Kenya in partnership with Equal Measures 2030 worked with grassroots women and diverse stakeholders advocating for gender responsive Medium-Term Plans and County Integrated Development Plans. Grassroot Champions were selected and trained on community led monitoring of county budgets and plans using agreed set of indicators that help track progress towards Sustainable Development Goals 2030. GROOTS Kenya developed the SDGs Monitoring Framework to equip grassroots women and their communities with the capacity and to monitor progress on the localization of agenda 2030 by national and local governments with a key focus on gender equality. As a grassroot movement, the organization GROOTS Kenya trained 42 trainers of trainers who trained other community members on the SDGs raising a critical mass of champions in Kiambu, Kakamega and Laikipia Counties. The trained champions selected **12 goals**, **23 targets** and **25 indicators** to monitor, against the 17 global goals, 169 targets and 232 indicators. Their selections were based on the priority needs within their communities documented forming a basis for grassroot advocacy which is documented accessible via https://grootskenya.org/project-category/gender-injustices-eliminated/ There are a few fundamentals that empowered communities to be this effective:

1. The Government of Kenya (GOK) has integrated the need for public participation in public affairs in the Constitution which is implemented through a devolved government and backed by various laws and guidelines.

2. GROOTS Kenya in the capacity enhancement role received funding from the European Union to train Budget champions on the country's budget making process through the development of County Development Integrated Plans that helped local women to lead their communities to collect necessary citizen data to influence the planning and budgeting processes.

We raise our voices until we are heard.

Mary Kinuthia, Grassroot Women Champion/ Advocate-GROOTS Kenya

PART 4: STRENGTHENING GENDER DATA USE

We round up this toolkit by spotlighting effective strategies to help unlock the value for gender data, enabling government and legislature, media practitioners, grassroot organizations, academia and researchers increase utility of gender data while strengthening collaborations that will scale the gender data revolution and close the gender gap in ESA Region. The strategies proposed in this section are applicable to a variety of target users and can be adopted at various stages of planning, advocacy, accountability, and policymaking processes.

STRATEGIES

1 Identify context specific barriers to Uptake and Use as a User

We begin by reflecting on potential barriers and opportunities to strengthen gender data use in your work or sector. Inasmuch as data is considered as the *'new oil'*, the use of gender data to make evidence-based decisions that eventually transform the lives of women and girls, boys and men is affected by barriers across the data value chain. The figure below illustrates potential barriers to optimal gender data use faced by media, government and policymakers, researchers, grassroot organizations and civil society in gender data from key respondents interviewed. You may use this illustration to identify your context specific barriers and define strategies to overcome them proposed in subsequent sections.

BARRIERS
- Lack of political will to invest in gender data use
- Data 'not fit for purpose'/user driven
- Inconsistent gender data quality
- Inadequate incentives for data users
- Siloed data systems
- Mismatch between donor data priorities and demand driven data
- Lack of Trust in Gender data Sources
- Broken linkages/ communication between data producers and users
- Lack of institutional strategies to incentivize gender data use
- Resource/financial barriers

OPPORTUNITIES

As target users, we can improve the utility of gender data and statistics by:
- Identifying context specific barriers to uptake and use
- Prioritizing gender data literacy
- Communicating and using gender data and statistics as a tool for change
- Training gender data champions
- Building trust- improve the gender data culture

Figure 10. Barriers and opportunities of gender data uptake

The availability of gender data does not automatically lead to sustained data use because data might not be enough, or stakeholders might lack the capacity to use it. In addition, there might not be incentives for leveraging gender evidence in policymaking, planning, advocacy, or accountability due to the data culture in users. To overcome these barriers, there is need to:

- Invest in understanding the specific barriers to uptake and use of Gender data, users can navigate the constraints by enforcing strategies that work and meaningfully connect, influence, and incentivize use of gender data.

- Continuously engage users and producers across all stages of the data value chain increased use of data.[42]

- Invest in adequate physical and digital infrastructure is necessary for connecting and influencing users due to the power of visual tools in presenting gender data and persuading audiences

- Strengthen trust in data sources through formulation and enactment of legislation increases and mandates use of gender data across sectors. For example, the 2019 Data Protection Act in Kenya outlines to both the government and as general populace on how data will be collected, who is responsible for the data, and how it will be used also highlighting safeguards fostering transparency and incentivizing trust.[43]

- Invest in financing appropriate research into strategies for fostering gender data and use and establish standards for data use as well as make data accessible for both national priorities and local demand

To maximize on the potential of gender data in planning, advocacy, policymaking, and accountability, state and non-state actors should invest in developing and improving skills in interpretation of gender data.

2 Prioritize gender data literacy for optimal data use

To maximize on the potential of gender data in planning, advocacy, policymaking, and accountability, state and non-state actors should invest in developing and improving skills in interpretation of gender data. Some of the commonly used statistical concepts in data sources are:

- **Variable**: This is an element or factor that can vary or change and is not fixed. Examples of variables are age, height, income, number of children or people in a house. For instance, age is a variable as it varies from women to women.

- **Ratio:** Ratio compares values, indicating their size in relation to another. In understanding ratio, we come across 'Gender Ratio' which compares the amount of people across two genders (or groups of genders e.g. women

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42   Nutley, T., Gnassou, L., Traore, M., Bosso, A. E., & Mullen, S. (2014). Moving data off the shelf and into action: an intervention to improve data-informed decision making in cote d'Ivoire. Global health action, 7(1), 25035
43   Deloitte (2021), Patel et al. 'Kenya Data Protection' https://www2.deloitte.com/content/dam/Deloitte/ke/Documents/risk/Kenya%20Data%20Protection%20Act%20-%20%20Quick%20Guide%202021.pdf

and non-binary to men). It's most commonly used to calculate the women to men ratio (also known as Sex Ratio or Male to Female Ratio).

- **Rate:** A rate is generally interpreted as a probability/measure of likelihood that a specified event occurs to a specified population. For instance, in Kenya GBV disproportionately affects more women than men. Statistics from the Kenya Demographic and Health Survey 2022 (KDHS) indicate that over 40 percent of women have experienced physical or sexual intimate partner violence in their lifetime

- **Proportion:** Represents a share, part or number in comparison to a whole. For example, the proportion of seats held by women in national parliaments is calculated by dividing the number of seats held by women in the national parliament by the total number of seats in the national parliament.

Statistics from the Kenya Demographic and Health Survey 2022 (KDHS) indicate that over 40 percent of women have experienced physical or sexual intimate partner violence in their lifetime

- **Percentage:** Defined as the value of a number presented over 100. For example, Sustainable Development Goal 5, Indicator 5.3.1 Percentage of girls and women aged 15-49 years who have undergone female genital mutilation/cutting, by age group.

- **Incidence:** is defined as the measure of emerging/new cases of a characteristic in a population over a specific period.

- **Prevalence:** is the proportion of new cases in a population over a specific period.

It is because of this that the World Development Report (2021) recommends `strengthening the data and statistical literacy of decision-makers` as an important step in promoting data use in the public sector. The consistent and effective use of gender data and statistics delivers the following:

- **Governments and legislators** will be better equipped to interpret evidence for the formulation of laws and policies therefore accelerating progress towards gender equality and women's empowerment.

- **Policymakers** can effectively support policy formulation and advocacy across various domains when trained in gender data literacy skills.

- **Media practitioners** *such as journalists and editors will be better placed to interpret gender statistics, illustrate and communicate gender data delivering impactful messages and connecting to diverse audiences.*

- **Researchers** can design data collection tools that are gender sensitive, analyze evidence collected on women and girls and effectively supporting evidence-based decision making.

- **Grassroot organizations:** Can effectively champion policymakers and state machinery to develop and invest in gender responsive policies and budgets.

- **Civil society** will work with the government in designing gender transformative interventions and support evidence-based monitoring and evaluation of commitments towards gender equality and women's empowerment.

3 Train gender data champions

As CSOs, government, grassroot organizations, researchers or academia, it is important to build further capacity in interpretation of gender data to support policymaking, planning, advocacy and accountability efforts aimed at advancing gender equality and women's empowerment. It is also an opportunity to improve capacity in publishing and dissemination of gender data. The table below provides guidance on would benefit from such skills and competencies across users.

Table 3: Gender Data consumers

Target Users	Who should be trained
Government	✓ Gender focal points in Ministries, Departments, Counties and Agencies can also benefit from gender data literacy advising public sector planning.
Legislature	✓ Parliamentarians and those who advise them on how to interpret gender data in evidence-based policymaking.
Researchers	✓ Researchers leads or associates and project related staff interpreting data, producing reports or discussing research findings.
Academicians	✓ As universities also generate knowledge research associates implementing projects or conducting research at tertiary institutions.
Policymakers	✓ Policymakers advising different sectors
Civil society Organizations	✓ Project officers and project officers including gender leads implementing projects
Grassroot Organizations	✓ Women grassroot champions at community level
Media	✓ Editors, reporters, and digital content creators in media houses

Communication and use of gender data in all stages of implementation is the lubricant that unlocks the value for data. In this digital era, data visualization helps simplify data, conveys gender related messages which can inform, persuade and lead to significant changes on gender issues in society.

Communicate and use gender statistics as a tool for change

Communication and use of gender data in all stages of implementation is the lubricant that unlocks the value for data. In this digital era, data visualization helps simplify data, conveys gender related messages which can inform, persuade and lead to significant changes on gender issues in society. There are different visualization tools and the choice of these tools is determined by audience, message and communication channel.

Tailor communication products according to users expertise

Having understood that data is presented in different ways as illustrated in section 3.2, the **goal** is to simplify it for all. When delivering tailored gender products from citizen data, robust data, qualitative data or national surveys the expertise and skills needed cover data analysis skills, design skills, storytelling skills to support visualization and expert/specialist support. Tapping into these skills will help synthesize gender data by all. Below is an illustration of the role different stakeholders can play as they contribute to unlocking the value for gender data.

Complete, granular, raw data — data analyst/ Researcher/ Academia

Summary and disaggregated data, analyses of results including trends over time, meta data — Development practitioners/NGOs/ Gender specialist

Summary tables, charts, trends, visualization, short stories — Policy maker

Summary tables, charts, trends, visualization, short stories — Media

Key figures, trends, visualization — General Public

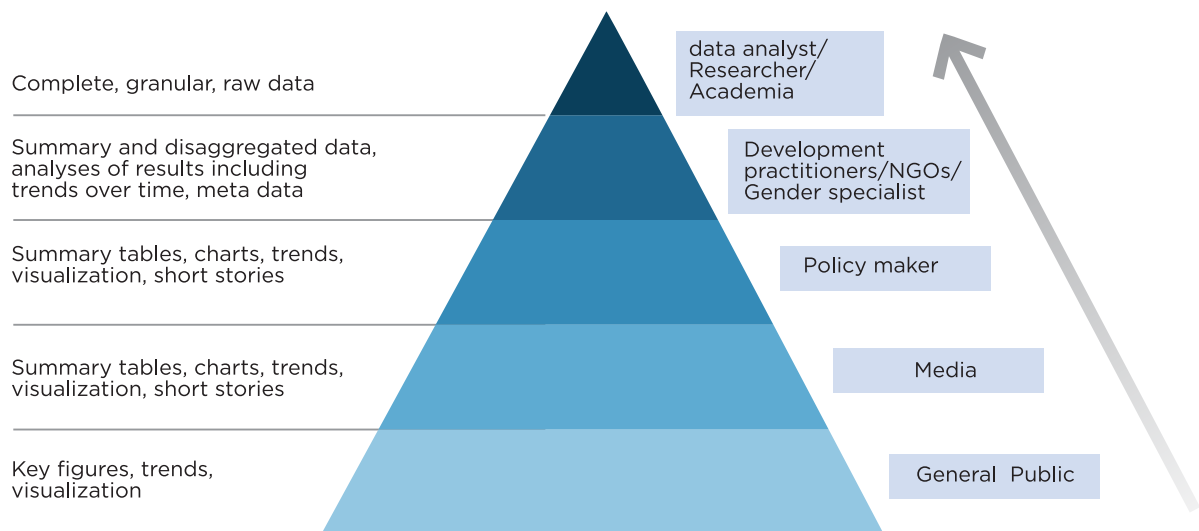*Figure 11. Tailor communication products according to users' interest and expertise. Source: Communicating Gender Data. Module 10 of the Asia-Pacific Training Curriculum on Gender Statistics. UN Women, Asia Pacific Regional Office.[44]*

44 https://data.unwomen.org/sites/default/files/documents/Asia-Pacific-Training-Curriculum/Module10/Module10_Syllabus_Com-municating-gender-data.pdf

A good visualization tells a story removing the noise from data and highlighting useful information. Below are some questions that you may wish to reflect on when advancing a gender message through tailored communication products:

- Which gender messages and stories are you trying to curate into a form that is easier to understand?

- Who are your target audiences and which format resonates best with them?

- As an organization, do we have internal skills and capacity to support data visualization and tailor-make messages helping us to connect with other users interested in advancing GEWE?

Choose a communication tool

Strategic communication remains vital to creating and sustaining long-lasting gender-transformative change across all stages of policymaking, planning, advocacy, and accountability. There is therefore need to invest in different skills and capacities to support tailored communication to ensure that evidence on women and men can be presented through different visualization tools. The choice of these tools is determined by **audience, message, and communication medium/channel**. Below are a few questions you can reflect on when choosing a communication tool.

As communication tools are suited to specific users, below is an illustration that will help guide your journey in selecting a communication tool and delivering impactful gender messages for transformative action.

Audience
Who is your target audience? Which tools will make communication the most effective and lead to evidence uptake and use?

Channel
Consider each audience segment: which channel (e.g. radio, internet, TV, newsprint, social media, meeting, website etc.) is most likely to reach your audience in the greatest numbers. which tools are the most appropriate for the channel of option.

Messages
Depending on message you may opt to select communication tools such as infographics, icons, fact sheets, cartoons or maps. The key is to understand what your audience connects with.
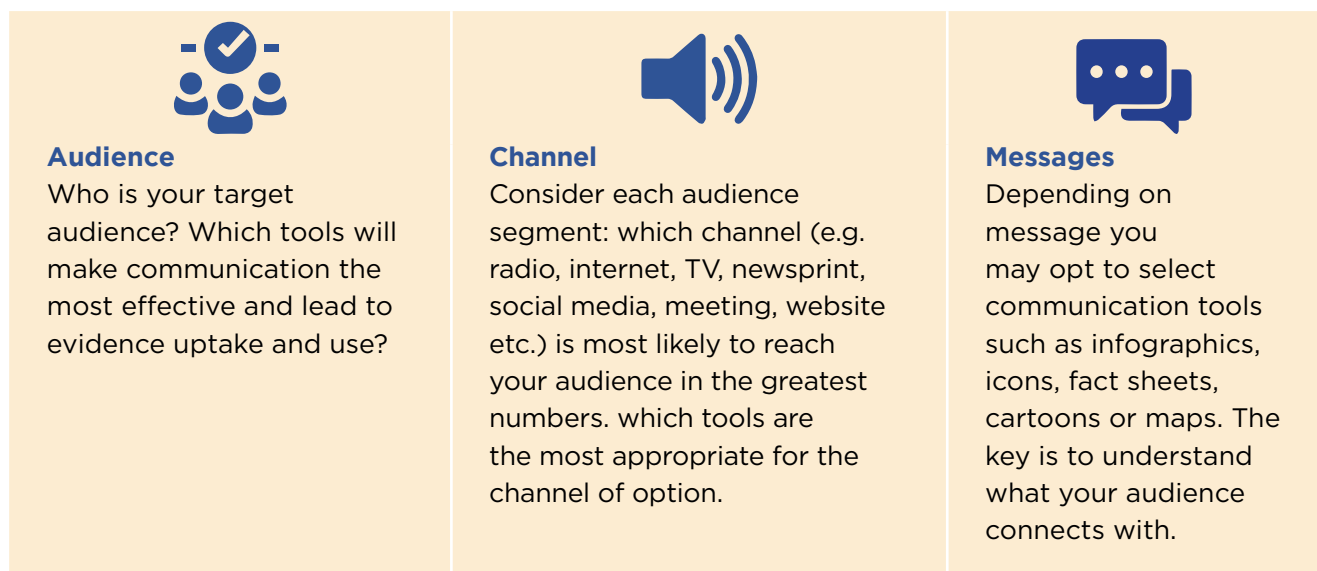
Figure 12: Choosing a communication tool

Staying Connected: communication tools linked to users[45]

The media have an opportunity to build effective campaigns and deliver gender sensitive news and content to the public influencing social behavior change and creating awareness on gender sensitive topics and affairs. On the other hand, policymakers, civil society and grass roots organizations can also take advantage of visualization tools to build effective policy advocacy and influencing interventions that advance gender justice and women's rights at national and sub-national levels.
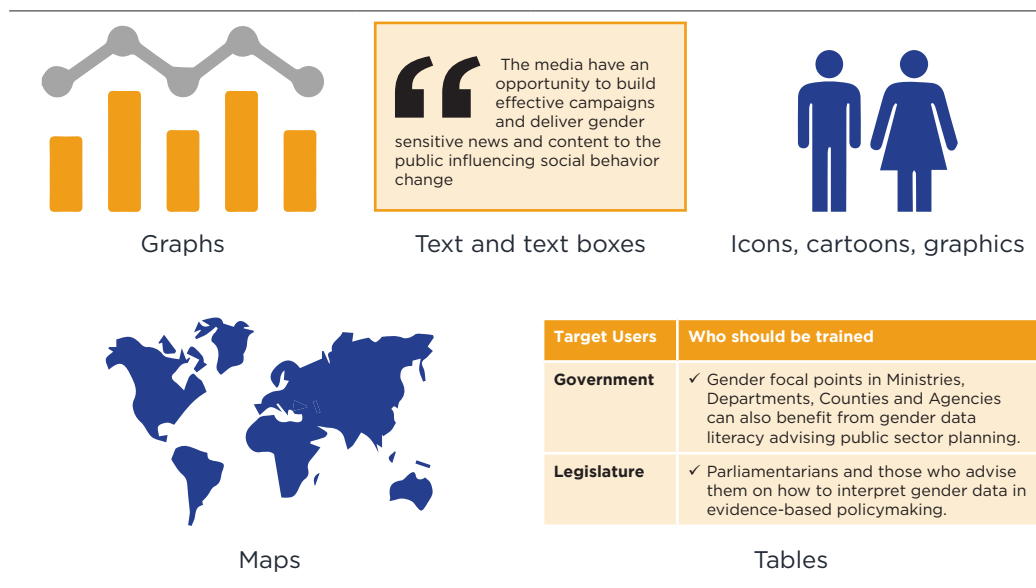
Table 4: Staying Connected: communication tools linked to user

COMMUNICATION TOOLS	POTENTIAL USERS
Databases	Expert statisticians, academics, development partners, community advocates
Survey reports	Expert statisticians, academics, policymakers, development partners, community advocates
Visualizations e.g. infographics, videos, animations	Policymakers, public, youth, community advocates
Television and radio content	Public, civil society, private sector
Website	Expert statisticians, academics, policymakers, development partners, public, youth, community advocates
Newsletter and print media	Public, civil society and private sector
Data stories about numbers, blogs	Public, civil society, policymakers, media
User-producer dialogues[46], policy dialogues, roundtable discussions	Expert statisticians, civil society, academics, private sector, policymakers, development partners, community advocates

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45   Source(UN Women, 2020)
46   The user-producer dialogue is an essential tool as it bridges the gap between the data user and producer and allows them to work together to define the data needs and build trust, strengthening collaboration and data culture.

Below are examples of visualization tools.

Graphs	Text and text boxes	Icons, cartoons, graphics

The media have an opportunity to build effective campaigns and deliver gender sensitive news and content to the public influencing social behavior change

Target Users	Who should be trained
Government	✓ Gender focal points in Ministries, Departments, Counties and Agencies can also benefit from gender data literacy advising public sector planning.
Legislature	✓ Parliamentarians and those who advise them on how to interpret gender data in evidence-based policymaking.

Maps   Tables

Figure 13: Visualization Tools

Visualization tools have the potential to bring out different gender data stories and can be used by government and legislature to steer public debate and interest in closing gender gaps across health, environment, education or diverse domains. Visual elements make content more engaging and appealing. People are naturally drawn to visuals and the use of color, images, and graphics can capture an audience's attention encouraging them to spend more time interacting with the information.

Visualization tools have the potential to bring out different gender data stories and can be used by government and legislature to steer public debate and interest in closing gender gaps across health, environment, education or diverse domains.

For instance:

1) **Infographics:** In gender data, infographics support enhanced comparison of contextual realities, oppressions and exclusion faced by women and men, boys and girls in our society.

2) **Fact Sheets:** Given the complexities in understanding how data is represented in various data sources, a fact sheet can help present key points about a gender topic in a clear, concise and easy way to understand. This is a standalone 1-2 pages document with an overview of information which is concise with limited text and quick facts or information.

As you think through visualization tools, you can leverage on visualization resources and templates, which can be used to support data visualizations:

• Excel (great tool for graphs of all kinds and some maps)

• Free templates for PowerPoint

https://www.duarte.com/resources/books/slidedocs/

- PowerPoint – 1500 templates and icons; small fee for life-long membership and updates
  https://infograpia.com

- AI-Platform for Data
  https://www.idashboards.com

- Free photographs
  https://pixabay.com

- GIS and mapping tool
  https://carto.com [47]

- Canva—a graphic design platform that provides tools for creating social media graphics, presentations, promotional merchandise and websites
  https://www.canva.com

Develop a communication plan

Visualization of gender data and statistics may fall within the scope of a communication plan, which serves as the framework for ensuring that your products and messages achieve the desired gendered outcome and sustain your efforts in policymaking, planning, or programming on gender issues. The plan systematically defines*; what* specific information should be given, ***who*** the information should be given to, ***why*** they need it, ***how*** the information should be packaged, ***which*** communication channels will be used, and ***when*** it should be delivered.

Considerations when developing a communication plan

Reflect on the following questions:

- What is your key gender message?

- What type of gender insights do you wish to reflect during planning, policymaking, gender accountability and will it change at different stages of the intervention?

- What is the purpose of the data product?

- Who are your target audience and what are the responsibilities of the partners you are working with?

- What are your specific activities, timelines, and tools to be used at different stages?

- Which channels and tools will be most effective?

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47   Modules E-G Communications Training October 2020 UN Women

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- Across all users, it is more cost-effective and efficient to identify staff who can be trained on communicating gender data enabling you to effectively develop internal skills for communicating gender data and statistics.

- Visualization is indeed a strong propaganda tool which should be used with caution to avoid manipulation of statistics and public perception on realities of women and girls, boys and men.

- When visualizations are well designed data producers and users can build understanding in evidence presented through citizen data, robust data, national surveys and qualitative data.

5   Build Trust: The gender data future we want

Every user must plug in and incentives for data use improve capacity to leverage data trust and use.[48] The importance of trust in data sources and incentivizing users is very important and every user must plug in the journey towards delivering on sustainable development. This journey is important because there are in cases where the data collected is not fit for decision making by users because they are not involved in data collection. In most instances this leads to limited or inefficient data use due to lack of trust[49]

6   Connect, influence and incentivize

The uptake stage involves three activities: **connecting data to users; incentivizing users** to **incorporate data** into the **decision-making process**; and **influencing them** to value data.[50] Connecting data producers and users is a fundamental strategy to overcoming barriers to data use and building trust that yields to a positive gender data culture. More interaction between data producers and users through user producer dialogues are effective platforms to build trust and incentivize gender data use. The following steps can be used to convene effective user dialogue forums:

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48 Barriers to data use in Sustainable Development: https://www.data4sdgs.org/sites/default/files/2021-08/Barriers%20to%20 Data%20Use%20in%20Sustainable%20Development%20-%20Athena%20Infonomics.pdf

49 O Masaki, et al. (2017), 'Decoding Data Use', http://docs.aiddata.org/ad4/pdfs/Decoding_data_use-- How_do_leaders_source_ data_and_use_it_to_accelerate_development.pdf 11 Nutley, T., Gnassou, L., Traore, M., Bosso, A. E., & Mullen, S. (2014).

50 The Data Value Chain: Moving from Production to Impact file:///C:/Users/User/Downloads/Data_Value_Chain.pdf

The communication plan serves as the framework for ensuring that your products and messages achieve the desired gendered outcome and sustain your efforts in policymaking, planning, or programming on gender issues.

Step 1: Stakeholder mapping: Key target users

- Government officials, policy-makers, programme managers
- Researchers / academicians
- CSOs, international org, media, private sector, ordinary citizens
- Statisticians, Grassroot advocates

Step 2: Communication of existing data: The user dialogue helps

- Producers communicate what they offer
- Users communicate what they need for policy-making, etc.
- Diverse data users to engage in conversations to assess constraints & bridge gaps

Step 3: Collaborative agreements

- Draft Governance and operational arrangements
- Coordinate production of gender statistics
- Coordinate on analysis, dissemination & use of gender statistics

Figure 14: Steps when convening a user-producer dialogue

Through user-producer dialogues, users and producers can **consultatively develop common understanding on expectations** with regard to gender data thereby effectively reducing barriers to uptake and use as a result of the enhanced understanding and trust. User-producer dialogues connect, incentivize, and influence data use because they foster transparency and serve as catalysts for data use.

GLOSSARY[51]

Affirmative Action: Refers to a policy or programme initiative that takes deliberate and targeted steps aimed at increasing representation of a vulnerable or marginalized group as an approach to redress biases and discrimination.

Citizen data: Citizen-data is data that people or their organizations produce to directly monitor, demand, or drive change on issues that affect them[52]. Depending on the country, the data may be used as official statistics subject to quality review standards by National Statistics Office guidelines on quality assurance.

Citizen generated data: The term citizen data and citizen generated data are used interchangeably implying data generated by the people for the people. (See above).

Empowerment: Refers to the process and outcome of people, when through knowledge women and men can take control over their lives, setting their own agendas and gaining skills.

Gender: Refers to socially constructed differences in attributes and opportunities associated with being female or male and to the social interactions and relations between women and men. Gender determines what is expected, allowed, and valued in a woman or a man in each context. In most societies, there are differences and inequalities between women and men in roles and responsibilities assigned, activities undertaken and access to and control over resources, as well as in decision-making opportunities. These differences and inequalities between the sexes are shaped by the history of social relations and change over time and across cultures.

Gender data: This is evidence or facts collected and presented by sex as primary classification often reflecting gender issues or lived realities of women, girls, boys and men in any context.

Gender Roles: Socially ascribed responsibilities or tasks assigned to men or women because of culture and may vary from context to context.

Gender analysis- Gender analysis is a critical examination of how differences in gender roles, activities, needs, opportunities and rights/entitlements affect men, women, girls and boys in certain situations or contexts.

Gender Equality is the state in which women and men enjoy equal rights, opportunities, and entitlements in civil and political life.

Gender Equity: Fairness in women's and men's access to socio-economic resources and opportunities politically, economically and socially.

Gender Parity: This is a numerical concept referring to the equal number of girls and women, boys and men relative to their respective members in the population.

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51   The glossary of Terms and concepts is sourced from UNICEF 2017 Gender Equality: Glossary of Terms and Concepts https://www.unicef.org/rosa/media/1761/file/Genderglossarytermsandconcepts.pdf. UNICEF Regional Office for South Asia 2017.

52   What is citizen generated data and what is the data shift doing to use it? Available at http://civicus.org/images/ER%20cgd_brief.pdf. Accessed on 10/6/2024

Gender discrimination: Refers to any distinction, exclusion or restriction made on the basis of socially constructed gender roles and norms which prevent an individual from enjoying full human rights.

Gender Mainstreaming: It is a strategy that seeks to make women's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and social spheres, such that inequality between men and women is not perpetuated. The ultimate goal is to achieve gender equality.

Gender Stereotype: They are generic attitudes, opinions, roles applied to a particular gender and which function as unjustifiable fixed assumptions.

Gender Statistics: The UN Statistical Divisions' manual on gender statistics defines gender statistics as encompassing the following characteristics:

a) data are collected and presented disaggregated by sex as a primary and overall classification;

b) data reflect gender issues;

c) data are based on concepts and definitions that adequately reflect the diversity of women and men and capture all aspects of their lives; and

d) data collection methods consider stereotypes and social and cultural factors that may induce gender biases[53]

Gender transformative: Gender Transformative: This is an approach that changes the root causes of unequal gender relations and discrimination against women and girls. It also seeks to tackle inequalities by engaging women together with men in addressing underlying gender barriers.

Gender Based Violence: Any form discrimination or act of violence that may cause physical, sexual and psychological harm or suffering to women, girls, men and boys perpetrated on the basis of gender.

Gender Relations: Social relationships between men and women. They are relations of cooperation, connection, mutual support and of conflict, separation and competition, of difference and inequality. They are generally concerned with how power is distributed between sexes.

Sex: Refers to individual biological differences between women and men that are fixed and unchangeable. Unlike gender, these differences do not vary across culture or over time. Sex (female or male) is recorded during data collection in censuses, surveys, or administrative records.

Sexual Harassment: Unwanted conduct of sexual nature or other conduct based on sex that is done/committed without consent

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53   United Nations, integrating a gender perspective into statistics, New York, 2006, cited in United Nations Statistical Division. 2016, p. 1. Available at file:///C:/Users/User/Downloads/Developing_Gender_Statistics-2.pdf

Gender gap -The difference in any area between women and men in terms of their levels of participation, access, equal rights, remuneration, opportunities or benefits.

Gender equity- The process of being fair to men and women, boys and girls, and importantly the equality of outcomes and results. It refers to differential treatment that is fair and positively addresses a bias or disadvantage that is due to gender roles or norms or differences between the sexes. Equity ensures that women and men and girls and boys have an equal chance, not only at the starting point, but also when reaching the finish line.

Gender mainstreaming-The process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally, and inequality is not perpetuated. [54]The goal is to achieve gender equality.

Women's Empowerment: Is defined by its core components: women's sense of self-worth; (2) their right to have and to determine choices; (3) their right to have access to opportunities and resources; (4) their right to have the power to control their own lives, both within and outside the home and (5) their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally

Sex/gender bias in data collection and analysis: Underreporting or misreporting of demographic, social or economic characteristics associated with one of the sexes.

Gender analysis: is the study of the different roles of women and men to understand what they do, what resources they have, and what their needs and priorities are in a specific context.

Gender Blind: Refers to a study, project or approach that lacks attention to the differential roles, responsibilities, resources, or experiences of men and women.

Gender Sensitivity: is an awareness of the ways in which men and women will be differentially impacted by policies, programmes, and so on.

Gender Sensitive Indicators: Measure gender-related changes over time. They can refer to *quantitative* indicators based on sex disaggregated data - which provides separate measures for men and women, [and they] can also capture *qualitative* changes - for example, increases in women's empowerment.

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54   Gender Mainstreaming Extract from Report of the Economic And Social Council For 1997 (A/52/3, 18 September 1997) accessible via https://www.un.org/womenwatch/daw/csw/GMS.PDF

National Machinery: [for the advancement of women] is the central policy-coordinating unit inside government that has the primary task of supporting government- wide mainstreaming of a gender-equality perspective in all policy areas.

Sex disaggregated data: Data separated by sex to allow differential impacts on men and women to be measured. Sex-disaggregated data is quantitative statistical information on differences and inequalities between women and men.

Intersectionality: This is the interaction between gender, sexuality, race, socio-economic status, and other categories of social difference. These factors often have complex relationships with one another and have interdependent advantages and disadvantages.

Qualitative Data: Descriptive information that cannot be measured with numerical values. For example, this can include items like emotions.

Quantitative data: Data that can be measured by numerical values. For example, this can include items like height, weight, volume, price, temperature, etc.
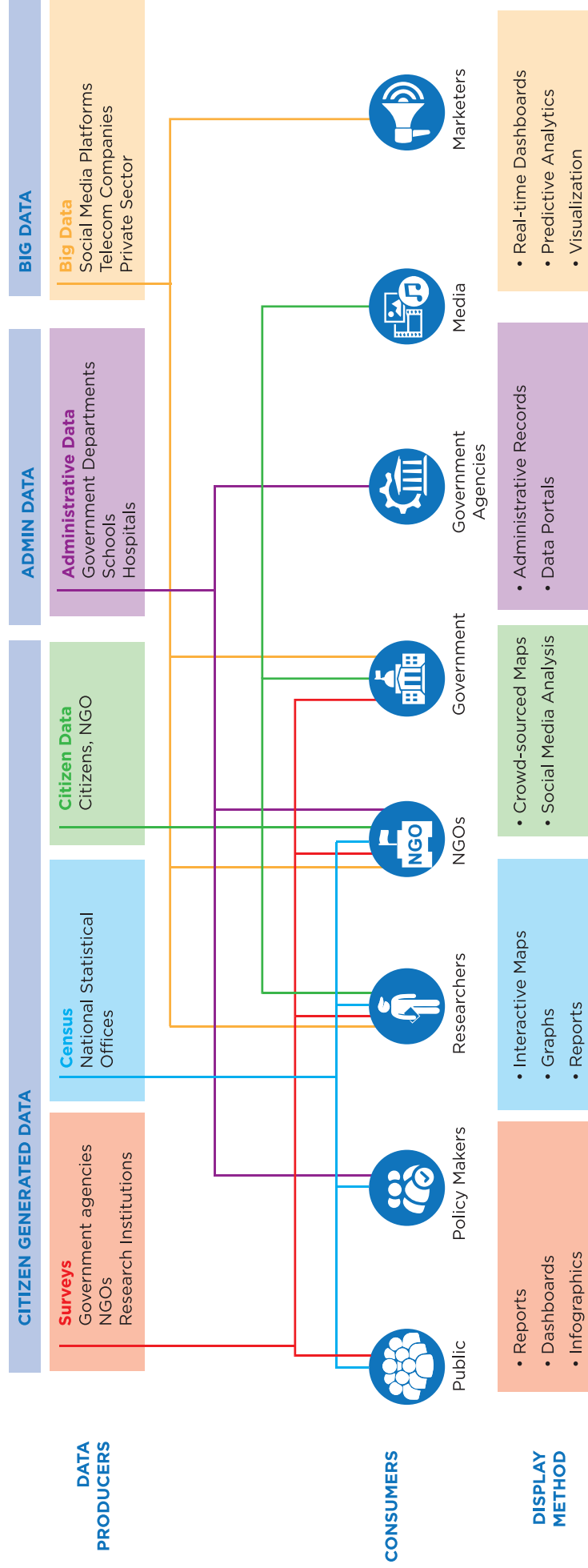
Figure 14: The Gender Data Ecosystem

DATA PRODUCERS

CITIZEN GENERATED DATA

Surveys
Government agencies
NGOs
Research Institutions

Census
National Statistical Offices

Citizen Data
Citizens, NGO

ADMIN DATA

Administrative Data
Government Departments
Schools
Hospitals

BIG DATA

Big Data
Social Media Platforms
Telecom Companies
Private Sector

CONSUMERS

Public

Policy Makers

Researchers

NGOs

Government

Government Agencies

Media

Marketers

DISPLAY METHOD

- Reports
- Dashboards
- Infographics

- Interactive Maps
- Graphs
- Reports

- Crowd-sourced Maps
- Social Media Analysis

- Administrative Records
- Data Portals

- Real-time Dashboards
- Predictive Analytics
- Visualization

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