



DATA**SHIFT**

Global Goals for Local Impact: Using citizen-generated data to help achieve gender equality

Our Approach

DataShift's work around Citizen-Generated Data (CGD) for Sustainable Development Goals (SDGs) is exploring opportunities and challenges associated with harnessing multiple sources of data, particularly citizen-generated data, to monitor, demand and drive sustainable development progress, while facilitating an evidence-based conversation amongst a diverse range of stakeholders on these opportunities and challenges. With a deep-dive on SDG 5 (*achieve gender equality and the empowerment of women and girls*), this is being achieved through applied research, collaboration, partnership development, policy engagement, outreach and advocacy.

Citizen-Generated Data for SDG 5

The [17 Sustainable Development Goals \(SDGs\)](#) offer an unprecedented opportunity to synergise efforts and tackle the unfinished business of the Millennium Development Goals (MDGs). This includes work on SDG 5 focused on "[Achieving gender equality and empowering all women and girls](#)" and its constituent targets and indicators. The integrated nature of the goals and targets however calls for new innovative approaches that harness data through multi-stakeholder initiatives. Achieving SDG 5 is interdependent and connected to tracking the progress in the achievement of gender specific indicators that are integrated in all the 17 SDGs.

According to a recent [report](#) by [Data2x](#), generally one finds no data especially on aspects of the lives of women and girls that are not highly valued by society. Unpaid work in home production, time spent fetching fuel and carrying water, housework, childcare and eldercare, all activities carried out mostly by women and girls, are part of a 'care economy' that society undervalues and, therefore, does not count in official statistics. These challenges have far greater ramifications in least developed, developing, and vulnerable countries where socio-economic and cultural barriers, conflict and fragility, and weak governance and institutional frameworks exuberate gender problems.

Significant progress has been made in the long journey towards gender equality and the empowerment of women and girls. We now have a standalone Sustainable Development Goal (SDG 5) on gender, which places special emphasis on the subject and raises its



profile to both state and non-state actors. Raising awareness on this goal is in itself a progressive step towards gender equality.

Disaggregation of data by sex has equally gained momentum, fuelled by the demand for gender data and targeted decision-making and interventions that tackle challenges unique to women and men, or girls and boys. Today, a lot of sex disaggregated data exists in the public, private and development spheres. Despite capacity gaps in understanding gender data, its analysis, and packaging in more powerful ways to support advocacy and policy engagement, we have just about enough data to get started. The growth in information communication technologies (ICTs), especially mobile phone and increased access to the internet are demystifying gender equality and putting information in the hands of people – whether deliberately or not; changing attitudes in ways never imagined before. Mainstream and social media are exerting cultural influences across the world and sharing more and more information by the minute.

Despite these milestones, we remain fully conscious of the challenges and barriers that women and girls face around the world, especially in rural and marginalised areas, and in fragile and conflict situations. Increasingly the “forgotten” boy child and young men are side-lined by increased investments in women and girls and are now falling deeper into crisis in the developing country context. Both men and women are stuck with attitudes and practices that impede progress arising from retrogressive socio-economic, political and cultural factors. Men with the power to exert influence and make a difference are yet to subscribe to the reality that empowering women is akin to empowering the entire community and society at large. While women in power and leadership are still very much perceived to be in these positions by favour, not by merit.

How DataShift is helping to monitor progress and enable change in Kenya

Over the past couple of months, DataShift has partnered with the [Open Institute \(OI\)](#) and Chief Francis Kariuki, (the “[Tweeting Chief](#)”) to domesticate SDG 5 at the community level in Lanet Umoja Location, Nakuru County in Kenya. Through a project dubbed “Global Goals for Local Impact” DataShift is working with the community to use citizen-generated data to better understand their gender-related development and governance priorities. The project is moving beyond the collection of citizen-generated data to empower the community to undertake advocacy campaigns targeting local government decision-making and budget processes with a view of attracting resources to initiatives that empower women and girls.

Over time, progress on SDG 5 targets and indicators will be measured. Ultimately the goal is to develop, test, and share widely a model for citizen engagement in domestication and tracking progress on SDGs at the community level; using SDG 5 as an entry point.

A. SDG 5 Training

The first step was convening a women’s-only (young and old) community gender thematic forum with over 100 women groups, training them on SDG 5 targets and

indicators. The women's-only forum created a safe space for them to candidly discuss their challenges, opportunities and priorities. A follow-up joint thematic forum was then organised to bring the men in the community and local leaders on board, raising awareness among them on SDG 5 and including them in the Lanet Umoja gender committee.

B. Data literacy training

Subsequent meetings focused on data literacy, clarifying contentious issues such as unpaid care and domestic work and demonstrating the importance of SDG 5 indicators in measuring progress. The community was also involved in developing the gender citizen-generated data collection methodology and tools. In October 2016, the gender citizen-generated data collection tools were uploaded to mobile phones and distributed to women leaders. The women were trained to use the mobile phones to collect the data. The data will be available on an [online dashboard](#), visualising it as information the community can use to power campaigns and advocacy.

C. Data Fair

The data fair was conducted to give the community an overview of the analysed data and to further inculcate a sense of ownership of the data. It was also conducted with the aim of building relationships with other local government officials for further scaling of the project to other locations. Chief Kariuki together with his assistants and Global Goals for Local Impact team shared interpretations of the data with the community members. The community was very receptive to the data and are now disposed to using it for accountability and advocacy. Chief Kariuki took the lead in ensuring the community understood the importance of the data collected, and its applicability in advocacy and accountability.

The data fair leveraged on printed out visualisations to better explain interpretations of the community data collected. This was a practical approach as it ensured all community members, regardless of an individual's education background, understood the data. This helped ensure communities understand the end goal of the data collection process they took part in.

A public forum was held with local government officials after the data fair. The purpose of the forum was for the local leaders to collaboratively discuss the key findings in the data. The local leaders recognised the importance of the data and stressed the need to engage technical officers and/or county officials to find ways to address the issues that arise from the data.

D. Next steps

Engage County Government

The Open Institute will develop a memorandum to be submitted to the county government outlining specific needs and demands of the people. These needs and demands will be based on the data collected by the community and through the project's community level engagement and trainings. From our perspective, mainstreaming gender in subnational government policy, practice, and service delivery will be critical for

targeted interventions which meet the specific needs of women and girls at the lowest levels of the community. The memorandum will be a key tool in achieving this through communicating the needs of the community as per the data collected by the community.

Budget Checks

The community, with the ability to articulate their needs through the data collected, are now well equipped to actively participate in the budget process of their local government. Led by Chief Kariuki, they will actively participate in the budget processes and regularly check if their needs were addressed in their local government budgets. This is a key success factor in the project as it will demonstrate a direct positive desirable outcome of the project.

Assess impact of budget allocated

Considering the community's needs in the budget will not be sufficient in ensuring the impact of the Global Goals for Local Impact project. It is essential that the actual impact of the allocated budget is evaluated to identify what community needs have been addressed. It is therefore also important to build the community's capacity to evaluate whether the activities that arose from the allocated budget do lead to desired impact. This is a key sustainability aspect of the project, ensuring the community persistently follows up on whether their needs have been addressed.

E. The Future

DataShift's work on using CGD for delivering the SDGs continues to explore opportunities and challenges associated with harnessing multiple sources of data, particularly citizen-generated data, to monitor, demand and drive sustainable development progress, while facilitating an evidence-based conversation amongst diverse stakeholders. This is being achieved through applied research, collaboration and partnership development and policy engagement, outreach and advocacy primarily in Kenya and Tanzania, and in other DataShift pilot countries – Nepal and Argentina.

Lessons learned

From the community engagements and gender citizen-generated data in Lanet Umoja, we have learned: the gender-related issues that SDG 5 and its constituent targets, seek to address for example; ending all forms of discrimination, eliminating all forms of violence against all women and girls, and recognising and valuing unpaid care and domestic work, among others, resonate quite well with people's every day circumstances at the community level.

1. *Some targets were more relevant than others depending on the magnitude of the problem within the community.*

In Lanet Umoja for example, target 5.3 on “eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation” was less of a priority because the issues it seeks to address are nearly non-existent in the community. While 5.a on

“undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance...” was considered higher priority.

2. Other targets would have to be domesticated or further expanded to address emerging issues.

For example 5.2 focuses on eliminating all forms of violence against “all women and girls” in the public and private spheres. Given increased violence against men and boys, the community agreed that this would have to be expanded to read “against all women, girls, men, and boys” in the public and private spheres to ensure the data captures the reality on the ground.

3. The community was more interested in indicators they could do something about

For example indicator 5.1.1 reads “whether or not legal frameworks are in place to promote, enforce and monitor equality and non-discrimination on the basis of sex”. The community was interested in an additional indicator that could measure “the proportion of those discriminated against”, so they could do something about it.

4. Gender equality is still largely perceived as a women’s-only issue

We have however witnessed significant improvement in Lanet Umoja since we started involving the men, a lot more campaigning and advocacy is needed to reach those not yet engaged in order to convince them that gender equality does matter to them.

5. Half of the households in Lanet Umoja were led by women

The data showed that most of the women are breadwinners by the age of 40, are more affected by insecurity, and they were more proactive in reporting incidents to security agents.

6. Gender issues cut across all goals

Achieving gender equality and the empowerment of women and girls within the community are measured through targeted government service delivery and women’s access to economic opportunities, along with related issues like women and girls accessing clean water, efficient and timely health services, quality education, etc. Gender is therefore a cross-cutting issue not only in the SDGs themselves, but in reality on the ground.

7. Access to “classified official data” to complement data generated by communities is a challenge

This makes it difficult to understand what government is doing on this agenda and therefore hold it to account. This is likely to be a major challenge for the follow-up and review process.

8. Reaching impact at scale will be a challenge



The scope of gender citizen-generated data, especially at the subnational level like Lanet Umoja focuses on highly contextualised community-specific issues. We have to extract the approach and lessons to formulate a scalable model.

9. There's limited capacity and funding to collect more frequent gender data

There's limited capacity to feed this data into local government decision-making processes at the subnational level, often because government, donors or CSOs are mainly focused on service delivery sectors.

Appendices

Stakeholder information

About OI

The [Open Institute](#) (OI) is a think-do tank that works with governments, civil society, private sector companies, media organisations and others to realise citizen-driven open societies in Africa. The Open Institute believes they can best achieve the SDGs when they involve citizens at local level in small communities of a few thousand people. The organisation feels it is easier to identify specific households with specific needs and therefore to address them at village level than it is to support hundreds of thousands of households at national level. The Open Institute takes the view that the Sustainable Development Goals are best achieved at the most local level possible. This view is what brought the Open Institute and Chief Kariuki together to achieve SDGs at the local level.

About Lanet Umoja location

Lanet Umoja location is in Nakuru North sub-county, Nakuru county, Kenya. Official statistics from the Kenya Census 2009 lists Lanet Umoja location as having 29,000 people living in 7500 households. These households are represented by 300 community leaders who help the area chief connect with his community better. Most of the population in Lanet Umoja is literate.

About Chief Kariuki

Chief Francis Kariuki is the area chief of Lanet Umoja location. He is popularly known as the Tweeting Chief. He promotes technology by using Twitter to communicate with the residents of his location on security, community meetings and other issues. He is also championing the achievement of SDGs by working with the Open Institute and CIVICUS, among other partners, to achieve specific SDGs in Lanet Umoja that are relevant to them.

Links to blog posts and newsletters

<http://theodi.org/blog/global-gender-goals-achieving-local-impact>

<http://www.openinstitute.com/of-womens-unpaid-work-and-the-sdgs-a-village-discussion/>

<http://www.openinstitute.com/the-long-road-to-citizen-power/>

<http://www.openinstitute.com/leave-no-one-behind-gender-data-women-and-girls-matter/>

<http://www.openinstitute.com/global-goals-for-local-impact-lanet-umoja-community-leaders-meeting/>