



Data Advocacy: Success Stories and Opportunities for Improvements

United Nations World Data Forum

Cape Town, South Africa

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Open Data Watch



da·ta ad·vo·ca·cy

/ dā'tə ăd'və-kə-sē / 

Noun

1. The act of promoting the use of data for better decision-making, policy-formulation, monitoring of sustainable development and impact
2. Encouraging investment in institutions and processes to produce high-quality and relevant data.

Synonyms: support for, championing of, promotion of better data for better outcomes

Stories of Successful Data Advocacy

Story 1: South Africa 2011 Census

“For you to know and understand South Africa, Census 2011 needs to access you; therefore you need to open your hearts, your minds, your doors, your communities, your suburbs and your villages to the census. **You count!**”

- *Pali Lehohla, Statistician-General, Statistics South Africa*





Story 2: Project Everyone

"Our mission is to ensure that **everyone on the planet knows** what the Global Goals are, so that they stand the greatest chance of being achieved."

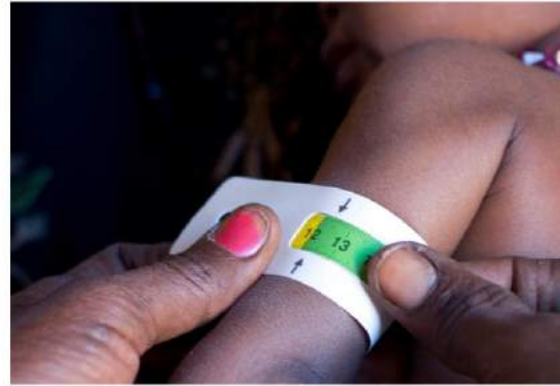
Story 3: Showcasing the Benefits of Data

Data Impacts Case Studies

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Having Data is Not Always Enough



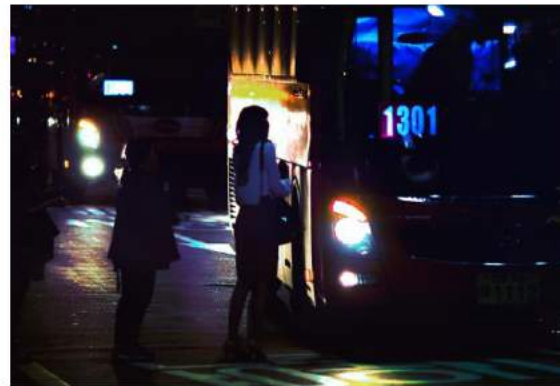
Data Brings Treatment to Malnourished Children



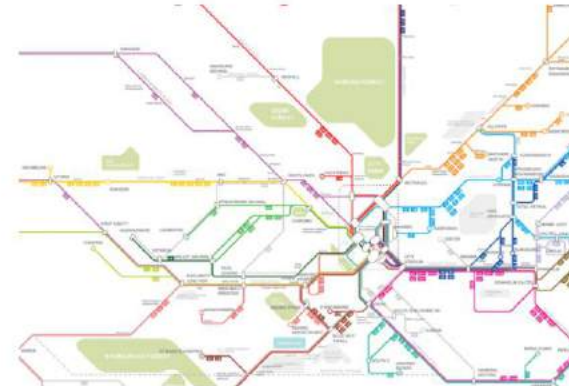
Data Realigns Emergency Food Aid



Public Data Lowers Violence in Cali



Mobile Phone Data Optimizes Bus Routes



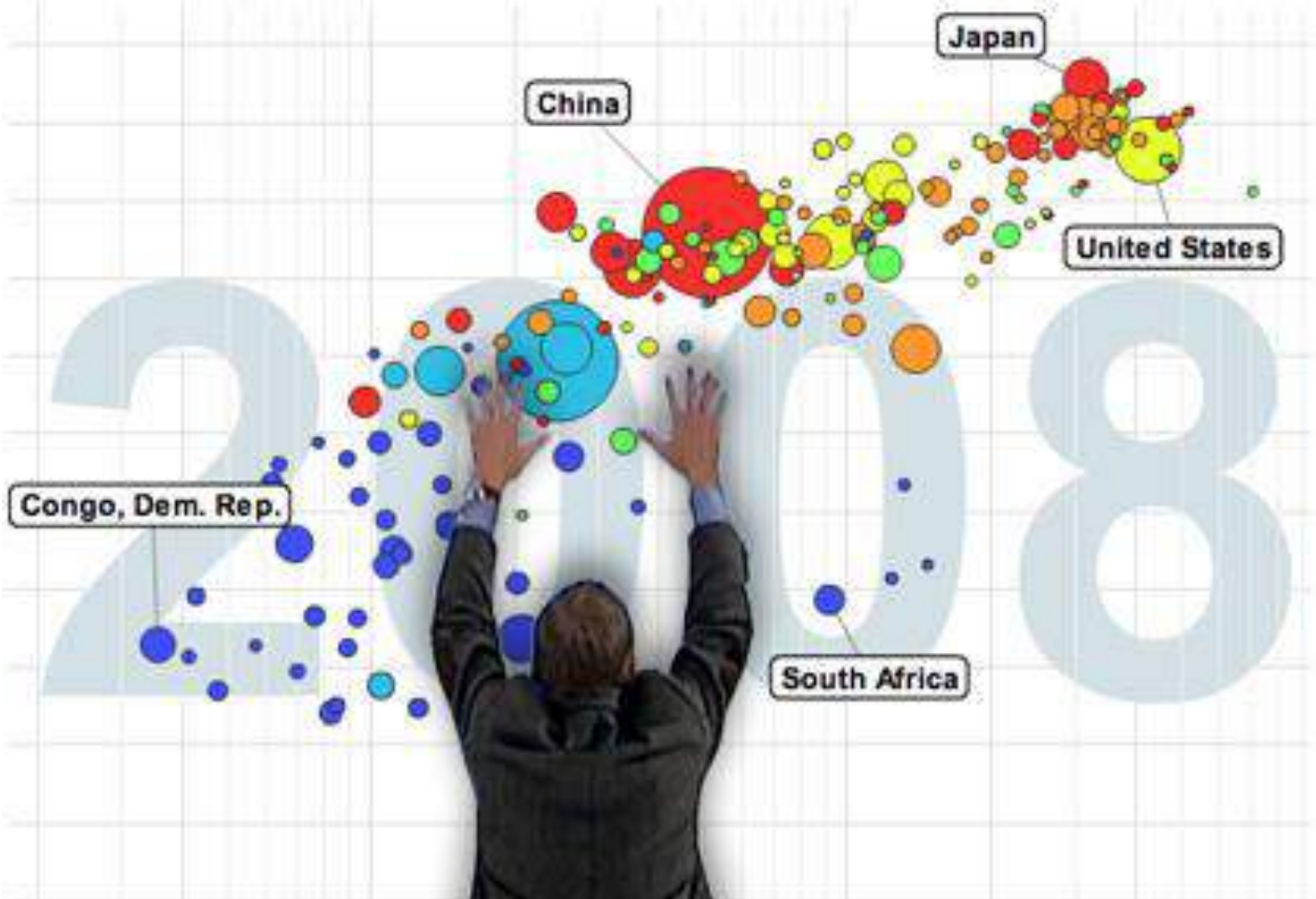
Mapping Commuters Streamlines Transit

Story 4: Advocating for Institutional Change



FINANCING FOR DEVELOPMENT
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TIME FOR GLOBAL ACTION

Story 5: Compelling Data Visualization & Story-telling



GAPMINDER

a fact-based worldview

Story 6: High-level political champions for data

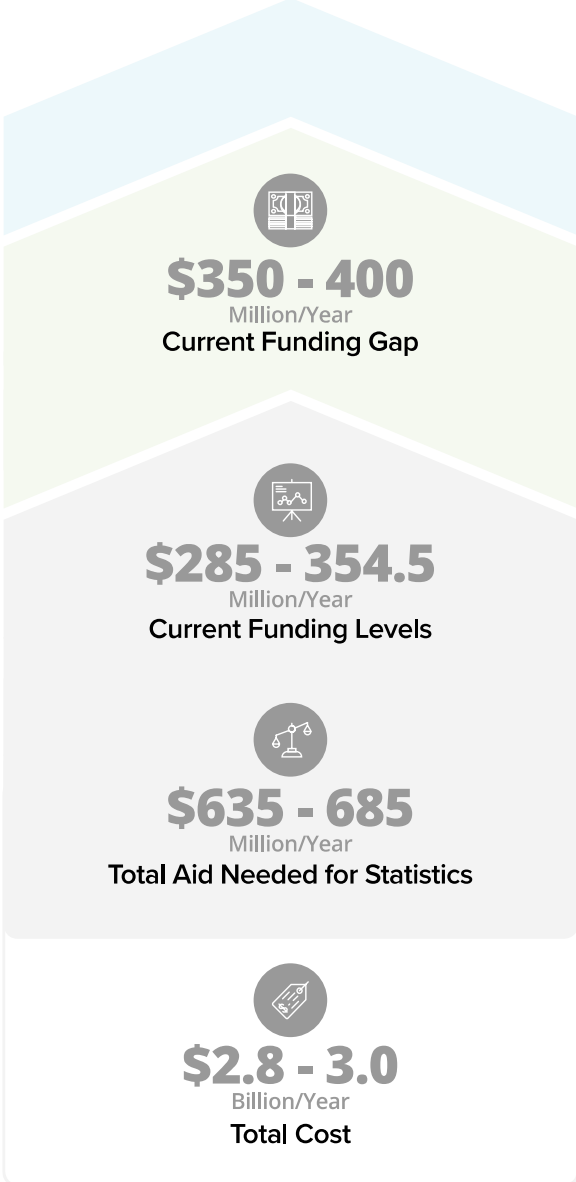
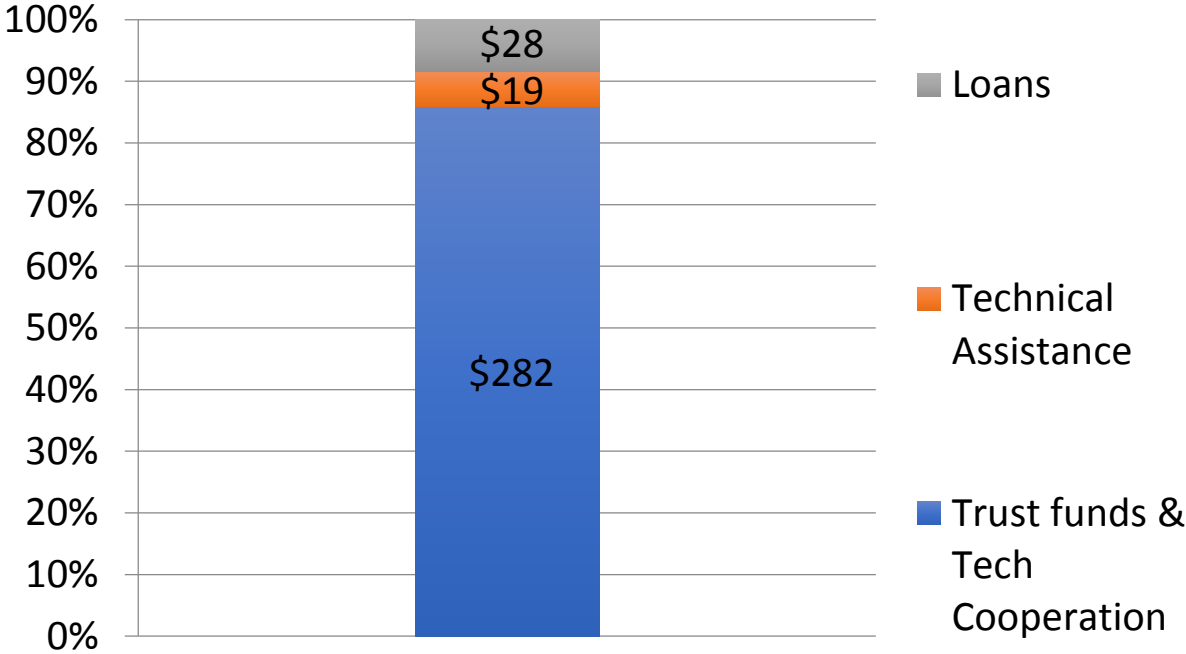


A Story of Less Than Successful Data Advocacy!

Story 7: Investment in Statistics

Chart 1: Annual Aid by Financing Mechanism
(in USD millions)

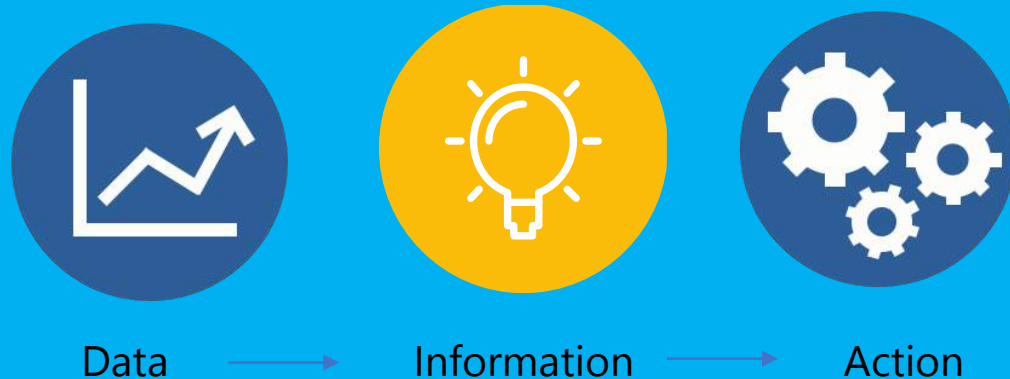
Source: Aid for Statistics 2016, ODW

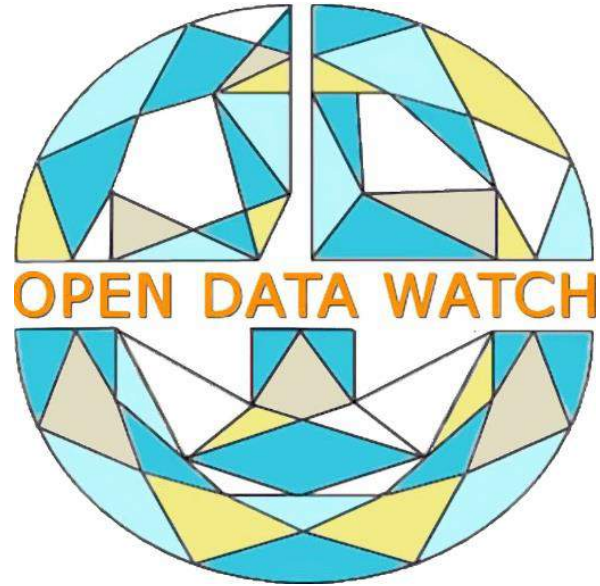


Despite an international consensus on the need to improve national statistics, financial support remains low.

This is one area where increased advocacy is needed.

Meeting the data requirements of Agenda 2030 will only be achieved if statistics and data-related activities are seen as essential – **not an afterthought.**





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