



Terms of Reference

Strategic advocacy and coalition building for gender data consultancy

Summary

Data2X is seeking **an advocacy firm or group of consultants** to undertake an advocacy stakeholder mapping; develop and manage an advocacy coalition that will bring calls to action on gender data to the Generation Equality Forum in 2021; and provide strategic advocacy advice.

Project Background

In preparation for the Generation Equality Forum in 2021, Data2X is advocating to achieve faster progress to close gender data gaps. The Generation Equality Forum is scheduled to take place in Mexico City in March 2021 and in Paris in June 2021. Globally, gender data is needed to improve outcomes for gender equality. However, current data systems are not capturing adequate data on the lives of women and girls. The COVID-19 pandemic has further highlighted the urgent need to produce and use gender data, as well as the need for governments and policymakers to prioritize and invest in closing these data gaps. In this context, the Generation Equality Forum in 2021 presents a critical opportunity to prioritize and invest in the gender data we need to make progress towards gender equality. In preparation for this important advocacy moment in 2021, Data2X is seeking **an advocacy firm or group of consultants** to undertake an advocacy stakeholder mapping; develop and manage an advocacy coalition that will bring calls to action on gender data to the Generation Equality Forum in 2021; and provide strategic advocacy advice.

A separate consultancy that will deliver a report on “what works” for gender data advocacy and data use [<http://bit.ly/OpportunitieswithData2X>], will be undertaken from November 2020 that will also inform this work.

Consultancy responsibilities and deliverables

The **firm or consultant(s)** will be guided by Data2X to deliver the following:

- **Advocacy stakeholder mapping**
 - Undertake a desk-based stakeholder mapping of the most influential gender data stakeholders with potential to influence the uptake and use of gender *at the global level*, including how decisions are made within those institutions, and recommendations on what is needed to effectively engage them and the best way to influence those decisions.
 - Review documentation provided by Data2X of recent analyses and mappings on the gender data ecosystem and undertake additional research and consultation to inform the mapping.
 - Undertake desk-based mapping and scoping research *at the regional level and for priority countries* (India, Nigeria, Kenya, Ethiopia, and Uganda) of stakeholders who can influence gender data being integrated into data collection measures; and then design recommendations on what is needed to effectively engage them. This activity will be partly informed by ongoing work by Data2X partners and funders and will require consultation with those partners.
 - Produce a report on the findings and recommendations and collaborate with the Data2X team, partners, and other consultants and funders where required.



- **Build an advocacy coalition supporting gender data commitments at the Generation Equality Forum**
 - Work with Data2X senior leadership to develop and manage an advocacy coalition comprised of gender data experts, policymakers and influencers that will inspire gender data commitments through the Generation Equality process in 2021.
 - Develop an implementation plan for the coalition that will include identifying, contacting, and getting buy-in from potential members (individuals or organizations), in consultation with Data2X and our funders; identifying advocacy targets; intended results of the coalition and the change to be measured; and structure and coordination.
 - In consultation with Data2X, coordinate with other coalitions and networks undertaking advocacy in advance of the Generation Equality Forum.
 - Act as Coordinator of the coalition, which may include providing operational and administrative support, such as organizing and scheduling virtual meetings of the coalition members in the lead up to and during the Generation Equality Forum.
 - Support the coalition to develop calls to action that will be used to influence donors and policymakers through the Generation Equality Forum process.
 - Develop communications plan for coalition in coordination with Data2X Communications team.
 - If the UN Foundation deems it is safe for personnel to travel and lifts its moratorium on travel, some travel to participate in Forum events may be required if they are held in person in 2021.
- **Provide strategic advice to prepare for high-impact gender data advocacy opportunities**
 - Support Data2X with identifying and planning for high-level advocacy opportunities and events during the grant period, including support in event-specific advocacy plans, developing advocacy targets, key messages, talking points, or calls to action.
 - This work will provide surge support to the Data2X team and may be required at different intervals throughout the consultancy period.

Experience and skills required

Data2X is seeking an advocacy firm or group of consultants with the following:

- Experience in gender equality and international development advocacy and knowledge of the Generation Equality Forum process or related UN processes;
- Demonstrated experience in building, coordinating, and/or leading an advocacy coalition;
- Well-developed networking skills and high-level contacts in the global development, gender equality, and/or data fields;
- Experience in advocacy stakeholder mapping;
- Experience developing and executing calls to action using multiple channels and influencers, including the media, thought leaders, and digital engagement;
- Excellent written and verbal communication skills;
- Ability to coordinate with multiple and diverse stakeholders;
- Demonstrated experience in managing and hosting meetings in virtual and hybrid formats;
- Detail oriented, flexible, and able to take initiative.

