



Guidance Note for Producing and Disseminating Gender Factbooks



WORLD BANK GROUP



**Strengthening
Gender
Statistics**

Guidance Note for Producing and Disseminating Gender Factbooks

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1. Introduction

Improving the lives of women and girls can unlock change for everyone, accelerating a range of positive development results. Data and statistics are essential for smart policy making that can support gender equality and empowerment. It is essential to produce and disseminate gender data in order to enable (1) diagnosis of the size and nature of the disadvantages experienced by women and men, (2) identification of the underlying causes—and consequences—of these disadvantages, (3) design of evidence-based policies and interventions, and (4) monitoring of those policies' progress toward gender-related targets.

The World Bank's [Strengthening Gender Statistics](#) (SGS) project is working with national statistics offices (NSOs) in 12 partner countries to improve the availability, quality, and use of gender data within the economic domain. The SGS approach provides targeted recommendations to each NSO on survey design and implementation as well as indicator calculation and data analysis. However, these efforts to improve the collection of high-quality gender data are in vain if the data from NSOs are not disseminated and used. To this end, the SGS project also supports the production of gender abstracts and factbooks, and it has developed a data visualization training to provide NSOs with the tools for disseminating gender statistics in a more user-friendly way to audiences with varying levels of statistical knowledge.

This guidance note provides recommendations for effectively communicating gender statistics through gender factbooks. A gender factbook is a comprehensive publication that disseminates gender statistics through visuals and tables accompanied by relevant analysis and legal or policy frameworks that give context to the data presented. This guidance note is intended to support NSO efforts to improve existing gender factbooks or to assist a country in developing its first gender factbook. Section 2 outlines the motivation for reporting on gender data and creating a gender factbook. Section 3 provides guidance on producing and disseminating a gender factbook, leveraging best-practice examples from a comprehensive review of existing gender factbooks and publications that focus on improving the communication and dissemination of gender statistics. Section 4 concludes, and the appendixes provide valuable sources, samples, and templates. Applying the practices presented in this guidance note will allow countries to improve their ability to communicate gender statistics, which serve as a critical input to designing and monitoring policies to improve development opportunities for all.



2. Motivation for producing gender factbooks

Why report on gender data?

Over the past decade, policy makers and international agencies have increasingly recognized the importance of timely, high-quality gender data for advancing gender equality and empowerment (see box 1 for definitions related to gender data). The advent of the Sustainable Development Goals (SDGs) has led to an increased focus on sex disaggregation of a core set of development indicators. This focus is reiterated in several international commitments like the Beijing Platform for Action's strategic objective to "generate and disseminate gender-disaggregated data and information for planning and evaluation" and the Convention on the Elimination of All Forms of Discrimination against Women's call for sex-disaggregated data across all sectors (UN CEDAW 2010; UN Women 2005). These international commitments, initiatives, and platforms have propelled gender data to the forefront of the development agenda.

Box 1. What are gender data?

Gender statistics are defined as the sum of the following characteristics:

- Data are **collected and presented by sex** as a primary and overall classification.
- Data **reflect gender issues**.
- Data are based on concepts and definitions that adequately **reflect the diversity of women and men** and capture all aspects of their lives.
- Data collection methods **consider stereotypes and social and cultural factors** that may induce gender bias in the data.

Source: UNSD 2016.

Reliable gender data provide an evidence base for creating policies and interventions that reduce inequalities and enhance development for all. High-quality gender statistics offer a detailed picture of the experiences and outcomes of women, men, girls, and boys. Policy makers can use this evidence to design more effective interventions to close gender gaps and advance empowerment across sectors. Consistent reporting of gender statistics is also the basis for assessing the impacts of ongoing policies and programs and monitoring progress toward gender equality throughout the years. As such, NSOs play a prominent

role in countries' social and economic development by not only collecting but also disseminating reliable gender statistics.

Reporting on internationally agreed gender statistics also enables countries to benchmark their progress against that of peers and to monitor gender gaps on a global or regional scale. The SDG monitoring framework includes 50 gender-related indicators, combining indicators for SDG 5 (Gender equality) and indicators for other goals that either are gender-specific or require sex disaggregation. On average across these indicators, however, only a third of countries have at least one data point between 2016 and 2020 (Beegle et al. 2023). Increasing gender data availability for SDG indicators and similar frameworks can strengthen policy makers' understanding of regional and global dynamics in gender equality and empowerment, and it may highlight opportunities for coordination and knowledge sharing.

Why gender factbooks?

Effective data communication is not going the extra mile but is rather a fundamental step in the data production cycle. To be useful, data need to be interpreted; to inform policy discussions and public opinion, data need to be made accessible and relevant to nonstatistician audiences. A common strategy toward achieving this end is to develop publications that translate complex data into easily comprehended insights through compelling visuals and intuitive analysis.



A gender factbook can serve as a flagship gender data knowledge product.

A gender factbook can serve as a flagship gender data knowledge product that communicates insights and analysis across a range of topics. The flexible format of a factbook can deliver data insights in accessible visual presentations alongside the context and analysis needed for readers to understand and apply the insights. Factbooks can also convey further detail for interested audiences by including methodological notes and more in-depth data in the appendixes.

By itself, however, a factbook is not a gender data communication strategy: it is recommended that NSOs define an institutional commitment to making gender data insights available on a regular basis. Every survey report should integrate



gender data insights within its scope, and smaller-scale knowledge products can communicate targeted insights and analysis between survey releases. The processes, principles, and tools discussed in this guidance note can often be applied to communicate gender data insights effectively in these other contexts as well as in a factbook. To maintain the most important insights in a central publication, countries may want to release an updated version of the gender factbook each year with changes to reflect newly available data and key contextual developments.



3. How to develop an effective gender factbook

This section presents a five-stage framework for developing and disseminating an effective gender factbook. It distills recommendations and best practices from a review of country gender factbooks and guidelines for communicating gender statistics, with the aim of assisting NSOs to adapt best practices and lessons learned to national contexts. Although most recommendations presented here are considered best practice for data visualization and dissemination efforts broadly, some considerations are particularly relevant for gender statistics. Figure 1 summarizes the five stages of the framework, and the following subsections discuss the stages in further detail.

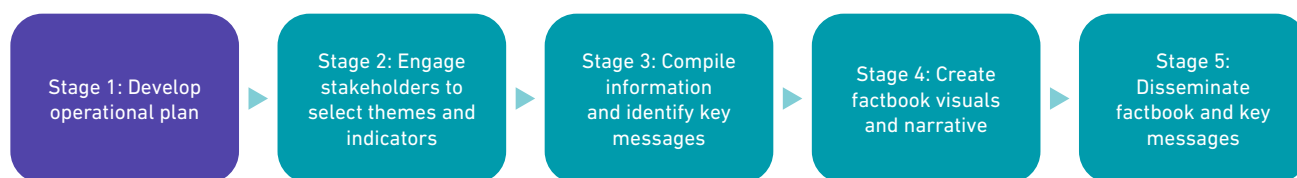


Appendix A provides a comprehensive list of gender factbooks that are available online as of November 1, 2023, and summarizes main findings from this factbook inventory. **Appendix B** highlights key resources available to communicate gender statistics.

Figure 1. Five-stage framework for developing and disseminating an effective gender factbook



Source: Original figure for this guidance note.



Stage 1: Develop operational plan

1.1 Identify key stakeholders to engage.

Many key stakeholders will represent target audiences or data users of the factbook. They could include politicians and policy makers, civil society organizations, media representatives, academic institutions, and the general public. Engaging representatives of these audiences in the process of developing the factbook can make it more likely that the publication will provide information that is interesting and useful to its readers, and in ways that they understand and can easily apply.

Consider designating sectoral gender focal points to engage line ministries in the development of the factbook. Sectoral gender focal points will have valuable insight into which gender questions are most relevant to current policy issues. They may also be able to contribute to the legal, institutional, and thematic context necessary for complementing the statistics presented in the factbook. In addition, they can provide invaluable assistance in the compilation and calculation of gender statistics from administrative data held within their respective ministries or government agencies. Sectoral focal points will often represent primary consumers of the factbook's insights. Including them in the development process allows them to provide input reflecting their needs as data users. It also builds ownership of the data collection and dissemination process and may increase uptake of the factbook's data insights.

Plan consultations throughout the factbook development process to engage the input of stakeholders who are not part of the core production team. The factbook production team will need to be able to accommodate multiple and often competing demands to develop a document that is useful to a variety of stakeholders. Carefully planned and facilitated multistakeholder consultations at critical points of the process can help to manage input and foster a sense of shared ownership (see figure 2). For example, stakeholders could provide input on the main themes to be addressed, types of indicators, levels of disaggregation and stratification, spatial coverage, and preferred presentation forms and analysis.

The form and frequency of these consultations, and the range of stakeholders engaged, can be adapted to the factbook timeline and budget.






Engage stakeholders throughout the factbook development process.

1.2 Define budget, team, and timeline.

The specifics of budget, team composition, and timeline will depend on available capacities and constraints, but certain common considerations apply to most operational planning. The assembled core production team should include people with expertise in producing statistics, visualizing data, writing analysis, and coordinating information, stakeholders, and dissemination events. The budget should account for any identified need for specialized software, training to build technical capacity, and production of the events and materials used to disseminate the factbook. In developing the timeline for factbook production, teams should consider whether the factbook must be completed in time for a specific deadline, the points at which it might make sense to involve stakeholders beyond the core team, how long it will likely take to secure data and calculate indicators, and how early planning should begin for dissemination events. Table 1 summarizes these considerations. Once the budget, team, and timeline are established, a workplan can be a useful way to organize tasks and responsibilities.



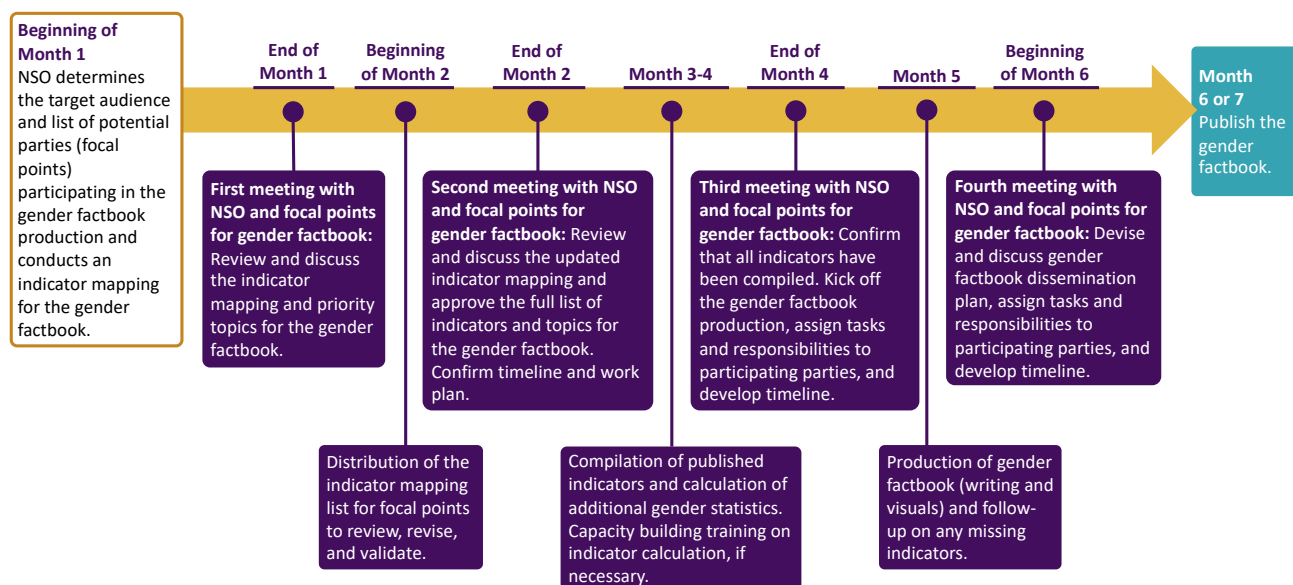
Table 1. Operational considerations

| Area | Points to consider |
|---|---|
| Team  | <ul style="list-style-type: none"> • Who will compile published indicators and information on context? • Who will coordinate with stakeholders? • Who will calculate indicators? • Who will create data visualizations? • Who will write analysis text? • Who will be responsible for layout and publishing? • Who will draft communications materials? • Who will organize dissemination events? |
| Budget  | <ul style="list-style-type: none"> • Is any specialized software needed? • Will there be a need for any training to build technical capacity? • Will the factbook be printed as well as published electronically? • How will the factbook be disseminated? What events and materials will be produced? |
| Timeline  | <ul style="list-style-type: none"> • Does the factbook have a specific deadline? • At which points will stakeholders beyond the core team be consulted? • How difficult is it likely to be to get data? What share of indicators will need to be calculated? • By when will training be needed? When should planning begin for dissemination events? |

Source: Original table for this guidance note.

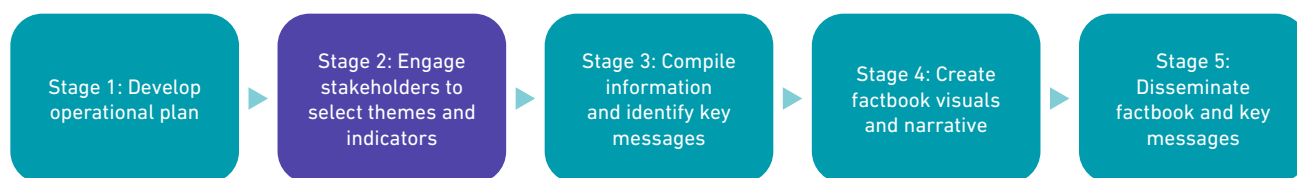
Figure 2 lays out an illustrative six-month timeline for developing a gender factbook. This timeline includes an initial two months to gather participating parties and select indicators, followed by a two-month period for compiling and calculating the gender statistics. Once the indicators are compiled, the timeline allocates about one month to develop the gender factbook draft with another month for finalizing the factbook and preparing for dissemination. This is an ambitious timeline, and it assumes that the factbook will be a top institutional priority with explicit commitment from NSO leadership and dedicated focal points from each relevant ministry.

Figure 2. Sample timeline for creating a gender factbook



Source: Original figure for this guidance note.

Note: NSO = national statistics office.



Stage 2: Engage stakeholders to select themes and indicators

The following steps describe a general process to select themes and indicators for a gender factbook when the scope of the factbook is flexible. If some aspects of the factbook's scope have already been defined—for example, if the factbook is intended to report on a specific set of indicators or cover a certain topic or survey—then the process can be adapted to accommodate those decisions.

2.1 Decide on the type of data.

Decide if the factbook will include indicators based on survey data only or based on both survey and administrative data. Administrative data like health and education records can significantly expand the set of potential indicators included in the gender factbook. Such data also tend to be routinely collected, allowing for more frequent updates of indicators; however, administrative records are usually developed, maintained, and housed by relevant sector ministries. Gender factbook teams based in NSOs may face barriers to accessing administrative records, clarifying the data collection process used to generate them, and verifying data quality. In addition, administrative data may not represent all populations of interest if system coverage is incomplete, and data collection processes may not be as established as they are for national surveys. Including indicators based on administrative data, although potentially valuable, may therefore require additional time and effort from the factbook production team.



Including indicators based on administrative data can be valuable but may require additional time and effort.

2.2 Identify potential indicators.

It is often helpful to begin identifying potential indicators based on relevant national and international policy and reporting frameworks. Most internationally recognized indicators that are sex-disaggregated or that relate to gender topics come from the Sustainable Development Goals and the UN Minimum Set of Gender Indicators (MSGI)¹. If the country has previously conducted a Gender Data Gap Assessment, that assessment can be a helpful resource for indicator identification as well. In addition, factbook teams may want to consider national policy priorities and commitments, and the gender issues that are most pressing for different populations in the country.



The **SGS Indicator Mapping template** includes a reference list of indicators based on international reporting frameworks and a review of country gender factbooks.

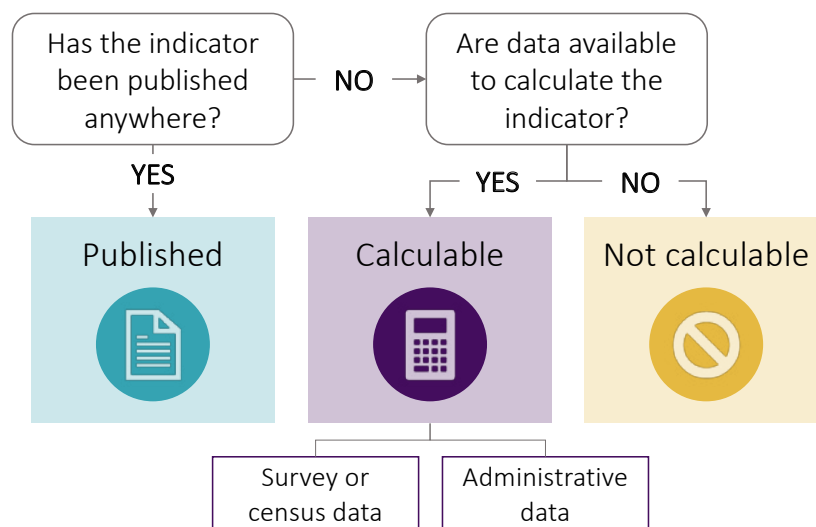
2.3 Map data availability.

The feasibility and value of including each potential indicator in the factbook will depend on the data that are available for it, the form they take, and where they come from. Indicators may be categorized into three main categories (published, calculable, and not calculable), illustrated in figure 3.

It may also be helpful to note specific details of the available data, including the time periods for which the indicator is available or could be calculated, future plans for its collection, levels of disaggregation that are available or could be calculated, whether the original microdata are available if needed, and the extent to which metadata about how the data were collected and how the indicator was calculated are available. The SGS Indicator Mapping template mentioned earlier can be used to track these details. The completed indicator mapping can be presented to key stakeholders to validate findings, verify data availability, and identify any gaps in the list of potential indicators.

¹ The SDGs have up to 86 gender-relevant indicators, and the UN MSGI is composed of 51 quantitative indicators and 11 qualitative indicators against which countries may benchmark gender equality and empowerment. Several regions have adapted versions of the UN MSGI to reflect regional concerns and priorities, as in for example the [UN MSGI for Africa](#).

Figure 3. Indicator availability categories



Source: Original figure for this guidance note.

2.4 Decide on factbook themes.

Validation of the completed indicator mapping with key stakeholders also serves as an opportunity to discuss the themes emerging from the list of potential indicators and to decide which ones the factbook should cover. Because gender disparities, roles, and norms vary from country to country, teams should select themes that are most relevant to emphasize for the local context. Common topics across gender factbooks globally include population, education, health, employment, time use, asset ownership, violence against women, and influence and power. Other potential topics could include agriculture, environment, settlement, migration, indigenous populations, poverty, security, or peace and justice.

2.5 Finalize list of indicators.

Based on the results of the meeting with key stakeholders, the core factbook production team should select indicators to be included in the factbook under each theme. The team should consider each indicator's importance to the theme and to factbook audiences as well as the feasibility of presenting useful information on that indicator. For example, if an indicator is theoretically valuable but available

data are old or incomplete, it may not be helpful at this point to include the indicator in the factbook. Once the final list of indicators is developed, it should be shared with key stakeholders for their review and approval.



Validate the final list of indicators with key stakeholders.



Stage 3: Compile information and identify key messages

3.1 Gather information on the legal and policy context.

Gather information on the legal and policy framework surrounding selected themes and indicators to provide context for data insights. This information may include any global conventions, charters, or resolutions related to the rights of women and girls along with the dates on which the country ratified them. It should also cover national legislation and policies related to gender equality and empowerment, as well as sector-specific legislation and policies that may contribute to gendered patterns in the data. For example, laws on property rights and inheritance regimes may shape patterns of asset ownership between women and men, and policies regarding parental leave and childcare may affect women's and men's labor force participation. Describing these features of the legal and policy environment alongside the gender data insights can help readers to understand what factors contribute to the patterns identified in the data and what policy changes could narrow remaining gender gaps.

3.2 Compile selected indicators and documentation.

Published



For indicators that have already been published, first verify and document the data sources and methodology used to construct the indicator. This information may have been published alongside the indicator, but the factbook team may also need to follow up with report authors or relevant ministries to clarify questions.

Once data sources and methodology have been confirmed, collect indicator data into a central location and in an editable format. Include the indicator name, unit of measurement, source, year, and any available metadata. If data are copied from a table, it is essential that all cell values match the original data table because the rows and columns may be misaligned or cut off after transferring the data from a Word or PDF document. If certain data are available only in a chart, a data table can be created from the data labels for the exact values of each data point. If there is no way to discern the exact values of the data points in the chart, the participating parties should determine whether it is feasible to obtain the underlying statistics for the chart.

Calculable



For indicators that will be calculated from the original data, first determine who will be responsible for calculating each indicator and arrange for data access and training if needed. In most cases statisticians from the NSO will calculate the gender statistics from the surveys, and either the NSO or the responsible ministry will calculate the gender statistics from the administrative data. The NSO must determine whether additional capacity building is necessary to make these indicators available for the gender factbook.

Calculate indicators following standard methodology, and comprehensively document data sources and calculation. Following standard methodology enables comparison of indicators over time and, where relevant, across countries. Comprehensive documentation increases the transparency and credibility of the analysis and makes it easier to use and build on data insights in the future (see box 2 at the end of this subsection for a discussion of Open Data). NSOs may find the metadata for the [UN Minimum Set of Gender Indicators](#) and [Sustainable Development Goal indicators](#) helpful as a reference to international standard methodology for indicator calculation. Relevant sector specialists should also be involved in the calculation of new gender statistics to ensure the accuracy of those statistics.



The SGS project has developed a training and accompanying [materials for computing the SGS priority indicators](#) related to labor outcomes and asset ownership and rights, which may be a helpful supplement to the UN MSGI and SDG metadata.

To determine whether the country is making progress toward empowerment, narrowing gender gaps, or reaching national or international targets, the gender factbook should include, when possible, trends in indicators over time. Although some publications may already have tables with data spanning several years, time series data must often be compiled by extracting the same indicator from publications of different years. Whenever indicators are compiled into a time series, it is essential to obtain comprehensive metadata for each data point so that any changes in methodology during the time series can be reported alongside the data.

Data with multiple levels of disaggregation provide helpful insights into gender differences across subpopulations of a country. For example, female- and male-dominated trends may be different for those in urban versus rural households or those in poorer versus wealthier households compared to the national employment patterns in certain professions. Although it may take more effort to calculate additional disaggregation categories (that is, geographic region,

sector, occupation, types of activities, presence of children, and so on), these data often provide more comprehensive insights to inform relevant and well-targeted policy interventions or reforms.

**Additional
disaggregation
categories to
consider**

- Place of residence.
- Geographic region.
- Quintile of household income or consumption.
- Marital status.
- Presence of children.
- Level of education.
- Labor status.
- Type of employment, sector, occupation.

3.3 Analyze data and identify key messages.

Analyze the compiled indicator data to identify patterns of interest and understand what each indicator shows about the lived experiences of women and men. These patterns could include trends over time or comparisons across different groups within the population. In some cases, the most relevant analysis may not be the gap between men and women but rather the difference between subpopulations of women or men. For example, single mothers or women with young children may be more likely to work a part-time rather than full-time job or may spend a higher proportion of time on unpaid domestic and care work compared to single women without children. Female labor force participation could also differ by wealth quintile or location. Similarly, whereas national data may show that men are more likely than women to own land, potentially prompting policy makers to establish programs that help women on the path to ownership, further disaggregated data may uncover that married women are more likely to own land than unmarried women. Thus, policy makers may adjust the programs or promote additional interventions to assist unmarried women specifically.

In consultation with stakeholders, explore the patterns and stories that emerge from the data and identify key messages to convey in the factbook. The factbook should not simply reproduce every data point calculated but should instead highlight a selection of the most important points or patterns along with an explanation of why they are important. For example, the factbook team may want to consider the following questions:



- What is most interesting about the data for each indicator? Are there any surprising or noteworthy patterns over time or across different groups within the population?
- What is most interesting and important within the indicators for each theme? Are any data insights especially relevant to current policy development?
- How do the indicators together tell stories about the lived experiences of women and men?
- How does the country compare to regional peers or to global averages?
- What gaps remain in gender data in this context?



Explore data insights with stakeholders to identify key messages.

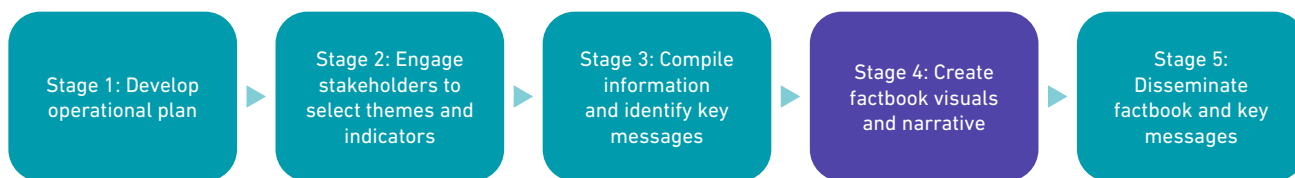
Box 2. Increasing transparency and reproducibility of gender data insights

The spread of Open Data initiatives reflects increasing recognition of the value of making public intent data available for reuse. As the *World Development Report 2021: Data for Better Lives* highlights, public intent data can add tremendous value to development by improving service delivery, informing prioritization of scarce resources, and facilitating accountability, among other pathways (World Bank 2021). Maximizing the potential value of these data often requires making them available to be reused and repurposed. At the same time, movements to increase transparency and reproducibility in research mean that researchers and analysts are increasingly documenting and publishing their analysis as well as data and results—increasing the credibility of the research and enabling others to build on analytical advances. To increase transparency and reproducibility of gender data insights, the factbook team should at minimum document all indicators and data insights thoroughly. This documentation should record data sources, calculations, related decisions, and construction of visualizations or other forms of presentation. The factbook appendix should include sufficient metadata for readers to understand the data sources and method of calculation for each indicator included in the factbook.

If the country has an Open Data policy and platform, the team may want to advocate for publishing the most recent datasets used in the factbook if they are not already publicly available. If no Open Data policy exists, the factbook could provide a good opportunity to start or advance conversations about the value of creating such a policy. Similarly, if the national statistics office has an open code platform, the factbook team may consider publishing the code used to construct indicators and visualizations included in the factbook.

Note: For more information, see [World Development Report 2021: Data for Better Lives](#); [Open Government Data Toolkit](#); and [DIME Wiki Reproducible Research page](#).





Stage 4: Create factbook visuals and narrative

4.1 Tailor layout to content and audience.

Factbooks vary considerably in length—from a couple pages to several hundred pages—and different lengths offer different advantages. Although a short factbook with few statistics might garner the attention of different audiences, it will not provide a full picture of all gender issues in the country. A very long publication, by contrast, will likely attend to the needs of specialized audiences—such as gender researchers, economists, and data scientists—but will probably not be read by policy makers or other decision-makers. The length of the factbook will also be shaped by the number of themes and indicators covered, number of languages used, and layout and design.

The organization of the factbook depends on the topics covered and the context and analysis included alongside the data. Common features of factbook outlines include an executive summary to highlight key messages, a section defining key concepts and reviewing relevant legislation and policy, content chapters by theme or topic, an overarching analysis chapter to tie together the thematic chapters, and appendixes with more detail on data and methodology.



Appendix C provides sample outlines for both a general and a sector-focused gender factbook.

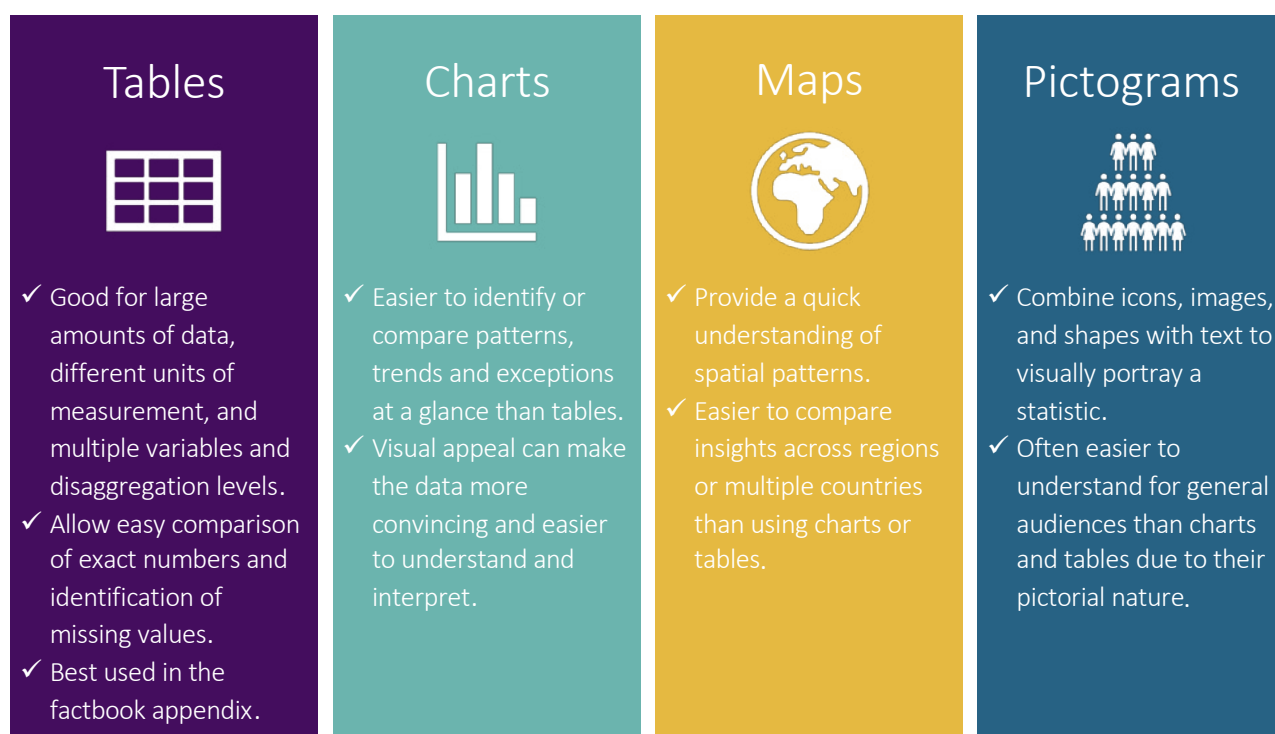
Appealing layout and design are important to motivate the readers of the gender factbook to stay in and return to the document. After compiling the factbook content, teams should take the time to style and format the content—that is, choose the layout of each page, fonts, colors, spacing, margins, and so on. If resources permit, external editing support could be hired. Colors should be kept to a minimum and used consistently across the entire publication. The main goal of

this process is to enable readers to focus on the content without being distracted by a confusing layout or other inconsistencies.

4.2 Present data insights visually.

Data should be presented in a variety of ways emphasizing easy-to-understand visualizations. Although tables are the default presentation method for many statistical outputs, visual presentation forms like charts, maps, and pictograms are often easier for readers to comprehend. Figure 4 summarizes the relative advantages of the main forms of data presentation.

Figure 4. Main data presentation forms in gender factbooks



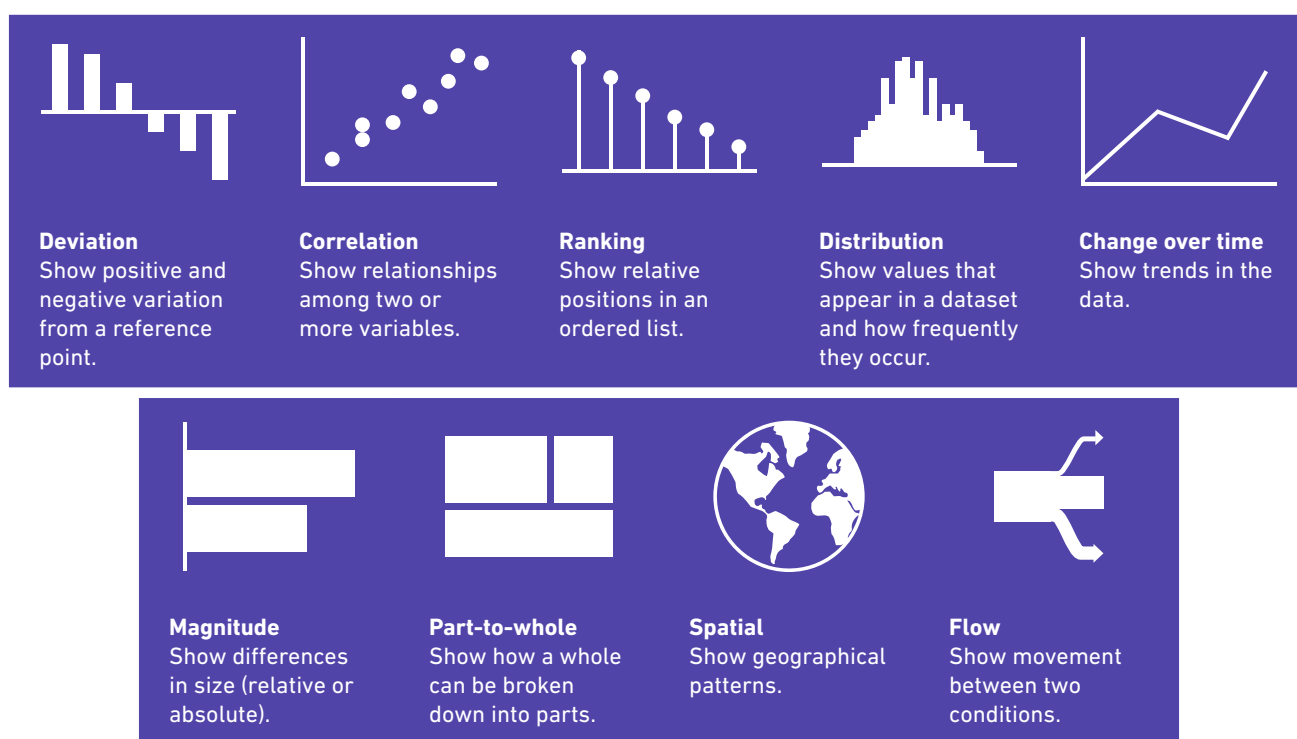
Source: Original figure for this guidance note.

Tables can take the form of either presentation tables or reference tables, and these two forms should be used for different purposes. Presentation tables showcase a small set of data points, selected to communicate a specific message. Reference tables, by contrast, contain more comprehensive information. They may for example report all available disaggregations of an indicator, and they often include additional statistical details like confidence intervals. Presentation tables

can be used effectively in the main body of the factbook, whereas reference tables should be reserved for the appendixes.

To select the most effective visual presentation form for each indicator, consider the type of data, the intended message, and the audience's expected level of data comprehension. Many guides exist to help identify effective visualization forms to convey different messages. For example, the *Financial Times* Visual Vocabulary classifies data visualizations into nine types based on purpose (illustrated in figure 5). All data visualizations for the factbook should follow best practices for communicating gender statistics (summarized in figure 6).

Figure 5. Data visualization types




Source: Based on *Financial Times* Visual Vocabulary (<https://github.com/Financial-Times/chart-document/tree/main/visual-vocabulary>).



For illustrations of examples and tips for specific types of data visualization, and further guidance on effective gender data visualization, see the **SGS Data Visualization Training Course**.

Figure 6. Data visualizations: Best practices for gender statistics

| | |
|--|---|
| <p>Color and language</p>  | <ul style="list-style-type: none"> Consistently use one color to represent women and another color to represent men. These colors should be two separate color hues (for example, blue and orange), rather than two different shades of the same color hue (for example, light blue and dark blue). Avoid colors that reinforce gender stereotypes such as pink for women/girls and blue for men/boys. The gendered language in chart labels (female/male or women/men) should be consistent across all visualizations. Do not use terms interchangeably. Girls/boys can be used when referring to children or youth. |
| <p>Images and figures</p>  | <ul style="list-style-type: none"> Avoid using only images or figures that show women taking care of domestic duties and men working in an office. Ensure that any images or figures are culturally appropriate for men and women of that region or country. |
| <p>Organizing charts</p>  | <ul style="list-style-type: none"> For graphs and legends, present female statistics first (above or on the left). In most cases, the chart should be ordered by the female values (or, if more important for the key message, by the male values), rather than alphabetically. |
| <p>Emphasizing gender-relevant insights</p>  | <ul style="list-style-type: none"> Ensure that the visual emphasis of the chart is on the gender-relevant insight of the data. Total or overall statistics can often be deleted from tables and graphs to facilitate comparisons between women and men. If the totals are important, choose a chart type that highlights both the overall and sex-disaggregated statistics. Alternatively, show only the male and female statistics in a chart and include the total in a more detailed table in the appendix. For maps, it is often better to show the gender gap than to have two maps (one for females and one for males) side by side. |
| <p>Scales</p>  | <ul style="list-style-type: none"> If using two charts or maps side by side, for example one for female values and another for male values, make sure that the color scale and ranges/legend are same for both. If they are not identical, then the visual is misleading because the colors will not represent the same values in both visuals. Gender gap maps should always use a diverging color scale, with a neutral color (often white) for the central or tipping point and two contrasting colors for the extremes. |

Source: Original figure for this guidance note.

All forms of data presentation in the factbook should be able to stand alone. Each table or visualization should contain enough metadata, such as a descriptive title and indication of source, to make sense even if copied by itself to a separate document or shared by readers of the factbook. In addition, each table and

visualization should be accompanied by a short text summary in the main text to increase accessibility. If the factbook is multilingual, extra care should be taken to ensure that tables and visualizations can be understood clearly in all languages.

4.3 Use text to contextualize, explain, and annotate data insights.

Effective factbooks use text alongside tables and visualizations to clarify and elaborate on the data insights presented. The list below outlines some of the most common functions of text in a gender factbook (illustrated in figure 7).

- **Each visualization should include a title** that explains the key message of the visualization, a **subtitle** that describes the main concept or variable of the visualization accurately and exhaustively, and the **source** of the data used to create the visualization.
- **Rephrasing statistics in text** can make them easier to understand. For example, it is common for the gender pay gap indicator to be expressed as a percentage of the average gross hourly earnings of men.
- **Key methodological clarifications or changes** may be explained in the main text or in footnotes, and they should also be noted in tables and data visualizations where relevant. For example, a methodological change that causes a break in an indicator's time series should be noted in the visual presentation of the time series and explained further in the main text, a footnote or a figure note, if needed.
- **Definitions of gender or statistical concepts** facilitate reader comprehension of the insights presented, and can be included in supplementary text, footnotes, figure notes, or text boxes.
- **Legal, political, historical, or cultural context** can be useful for understanding how data patterns and trends have arisen. For example, discriminatory laws within the economic domain, like those relating to inheritance of assets or gender discrimination or violence in the workplace, shape the conditions under which women work or own assets. Reported indicators may also have been affected by specific events like a war, cultural campaign, or implementation of legislation.
- **Gender-relevant analysis** can help to relate data insights to each other, to women's and men's lived experiences, and to current policy challenges.



Figure 7. Common functions of text in a gender factbook

Each visualization should include a **title** that explains the key message of the visualization, a **subtitle** that describes the main concept or variable of the visualization accurately and exhaustively, and the **source** of the data used to create the visualization.

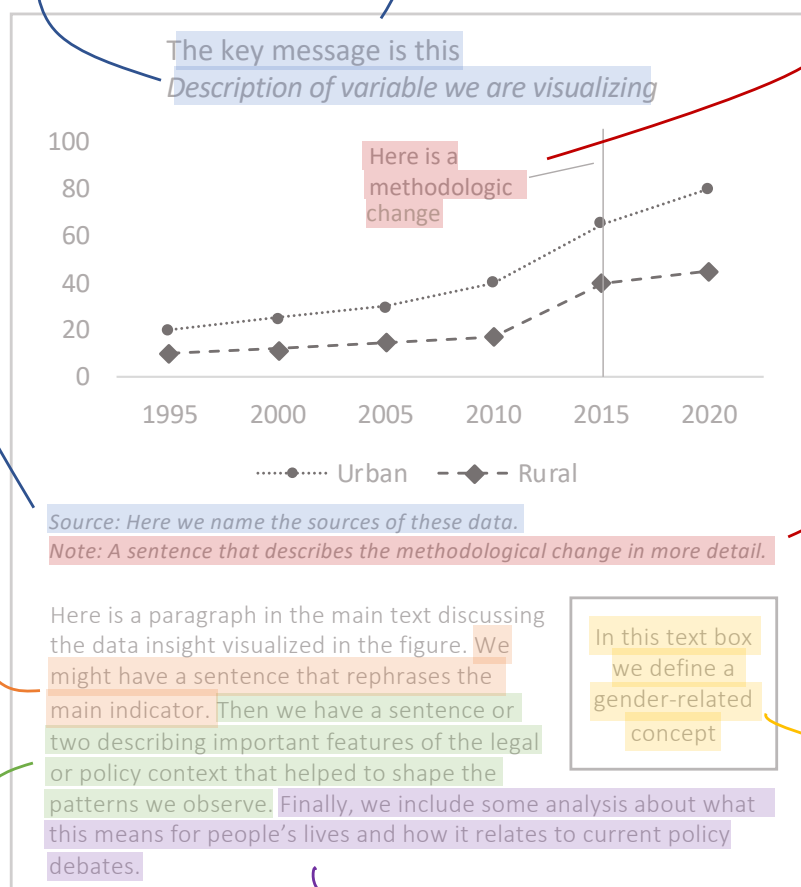
Key methodological clarifications or changes may be explained in the main text or in a general figure note, and should also be noted in tables and visualizations where relevant.

Rephrasing statistics in text can make them easier to understand.

Legal, political, historical, or cultural context can be useful for understanding how data patterns and trends have come to be.

Gender-relevant analysis can help to relate data insights to each other, to women's and men's lived experiences, and to current policy challenges.

Definitions of gender or statistical concepts facilitate reader comprehension of the insights presented.



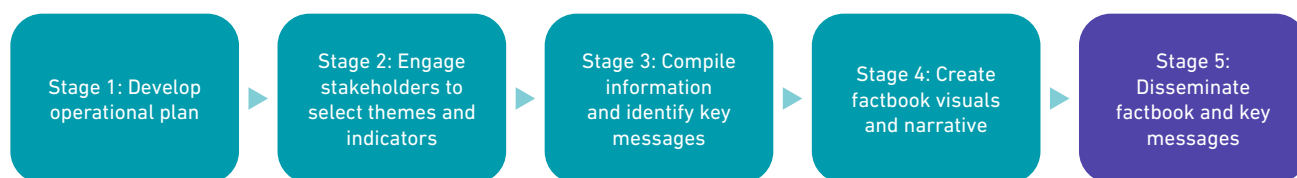
Source: Original figure for this guidance note.

4.4 Review factbook before publication.

Before publication, the core production team should review all elements of the factbook. This review should check that all data insights and analysis are accurate, appropriately documented, and clearly explained. It should also confirm that visual elements follow best practices and that the overall document is consistent and free from errors. Additional stakeholders can be engaged in the review as needed.



Appendix D provides a sample factbook publication checklist.



Stage 5: Disseminate factbook and key messages

5.1 Develop dissemination and communication plan.

To ensure that the gender factbook will be used after it is published, it is essential to set up a plan to disseminate the statistics. NSOs should abide by their institute's communication and dissemination strategy to enhance data sharing and dissemination efforts through various channels. If no overarching dissemination strategy is in place, the NSO and other involved stakeholders of the gender factbook should work with the communications team to create a dissemination and communication plan specifically for promoting and increasing the visibility of the gender factbook. In this way, the NSO can ensure that the gender statistics reach the target audience in multiple formats to facilitate uptake of the findings in evidence-based policy making. A dissemination plan for the gender factbook will clearly identify the following:

- The various **audiences** that need to be reached and **stakeholders** that should be involved.
- The categories of **key messages** that need to reach those audiences.
- The various **channels** for communicating those key messages.
- The type of **tools and content** that need to be produced and put out through those channels.
- An **implementation plan or timeline** that pulls together each element for delivery.

Audiences and stakeholders

These are likely to be government officials within various ministries; nongovernmental organizations; civil society organizations; think tanks and



academia; local grassroots organizations; development, aid, and charity workers; and local media. Ideally, all or most of these stakeholders have already been engaged during the production of the factbook. Some of these audiences will use the gender statistics for advocacy (like civil society and grassroots organizations) whereas others will use them to inform the general public (local media). The ultimate goal, however, is for other government officials to understand and use the findings for policy making.

Involving government stakeholders, like gender focal points in ministries, in developing the dissemination plan also allows for distribution of promotional activities across the stakeholders. For example, although the gender factbook is mainly an output from the NSO, ministries could take it upon themselves to create an infographic promoting and disseminating all the statistics relevant to their own ministry.

Key messages

Although the gender factbook will have many messages, the dissemination plan should pull together the most interesting findings. The following are a few questions to guide the selection of the messages:

- How has the country improved on indicators related to national policy targets/strategies? International targets? Is the country set to reach the targets by the deadlines or is it falling behind?
- Which gender gaps have narrowed/widened since the last publication?
- What are the most useful statistics or findings for each individual ministry/department (education, health, technology, population/demographics, land title, crime and violence, and so on)?

Channels and tools

The gender factbook will primarily be disseminated on the NSO website and other stakeholders' websites and at a dissemination or launch event, but the link to the online PDF can also easily be disseminated digitally via several other channels like social media, newsletters, emails, and blogs.

Implementation plan and timeline

The dissemination plan for the gender factbook will need a timeline that identifies when the gender factbook will be launched and incorporates all previous elements



(audience, messages, channels, and tools). Some countries have timed the release of the publication to International Women's Day to benefit from the increased interest of the media and other actors in women's issues. The timeline should specify not only the actions to be taken for the main launch of the gender factbook but also any subsequent dissemination activities, with deadlines and the person or team responsible for each element of dissemination. For example, if a launch event will take place, the implementation plan or timeline would specify who needs to identify and invite potential speakers participating in the event or secure media streaming/coverage of the event and by what date.



The guide in **Appendix E** provides a template for an implementation plan for disseminating the factbook.

5.2 Organize factbook launch event.

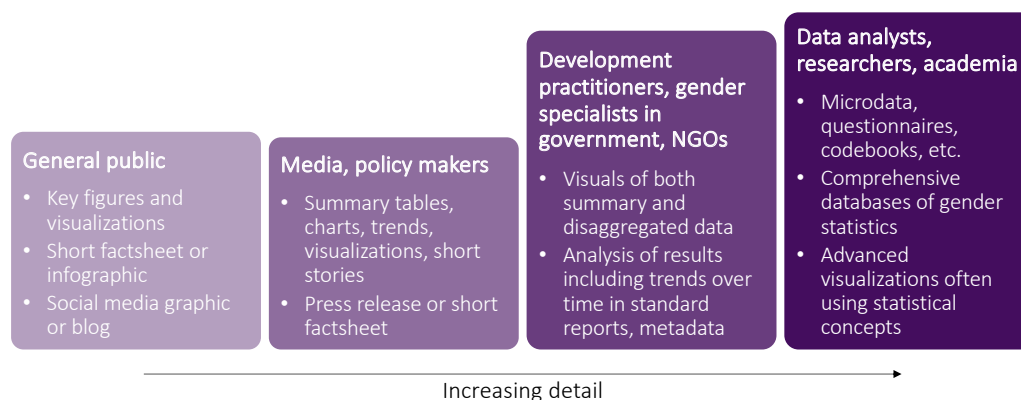
A launch event can be an effective way to disseminate the factbook's key messages, showcase the collaboration that produced it, and spark further conversations. As such, it should be planned thoughtfully and early. The team may want to begin by identifying the intended objective of and audience for the launch event. For example, will the event aim to disseminate the factbook's key messages to as broad an audience as possible? Facilitate a conversation about concrete next steps among an influential group of policy makers? Showcase data insights on a specific policy topic? Based on the identified objective and audience, the team can determine the format and timing that best serve that objective and audience, engage with potential co-hosts, and begin to organize event logistics. Appendix E contains a detailed list of considerations to support factbook launch event planning.

5.3 Produce supplementary materials to help communicate key messages.

NSOs are highly encouraged to produce supplementary materials to increase data uptake and potential policy action. It is best practice to tailor the communications channels and tools to each audience's preferences for receiving information. Figure 8 maps various types of data products for audiences based on the level of

detail required. These products are complementary to the gender factbook and reuse its key messages and visuals, but they are usually more targeted and user-friendly.

Figure 8. Data knowledge products by type of audience



Source: Original figure for this guidance note.

Note: NGO = nongovernmental organization.

Short materials excerpting key messages from the main factbook can reduce the time needed to digest key content. These pieces of content are primarily disseminated through digital channels. However, visuals, slide decks, briefs, and case studies may also be printed out for meetings especially with policy makers. Examples of additional channels and tools for promoting the findings from the gender factbook include the following:

- A visual executive summary, brief, or brochure
- Press releases through traditional media
- Newsletters and blogs
- Infographics
- Social media posts



Examples of additional channels and tools are discussed further in **Appendix F**.

A communications toolkit may also be a good idea for the NSO to send out to all parties who participated in the gender factbook production as well as to partner organizations. This toolkit is essential for assisting key partners and stakeholders in further disseminating the factbook and communicating the findings through their networks. The toolkit typically consists of the following elements:

- Link to the factbook and link to data (if public)
- Key messages and suggested talking points
- Suggested text samples for newsletters, emails, and social media
- Graphic assets (images for social media, event flyers, and so on)
- Links to any supplementary materials (PowerPoint presentation, visual brief, video, and so on)
- Contacts for the NSO and social media handles so partners can easily tag the NSO.



4. Conclusion

In summary, a gender factbook is a comprehensive publication that disseminates gender statistics using visuals and tables accompanied by relevant analysis and legal or policy frameworks that give context to the data. A gender factbook can be a highly effective way to communicate gender data insights. It can draw on data from multiple sources to present a comprehensive picture of gender equality and empowerment in one or several sectors. In addition, it can present data insights in a variety of accessible formats and with a range of detail. Easy-to-understand visualizations help to make key messages clear at a glance, while thoughtful text can provide context for the insights, connect them to lived experiences and policy questions, and clarify technical details.

This guidance note outlines a five-stage process that NSOs can follow to produce a gender factbook, building on the experience of the Strengthening Gender Statistics project. To begin, NSOs should develop an operational plan that identifies important stakeholders to engage as well as how the factbook will be produced given available time and resources. The factbook production team can then engage with identified stakeholders to select the topics and indicators that the factbook will cover. Next, the factbook team will gather contextual information and compile or calculate the selected indicators along with relevant documentation. They will analyze these data to identify potentially important or interesting insights and work with stakeholders to develop the key messages that the factbook will communicate. With these in mind, the factbook team can create visuals and draft text to convey the key messages as effectively as possible. Finally, the NSO should disseminate the factbook and its insights through a launch event and supplementary materials tailored to different audiences.

To complement the gender factbook, key findings and excerpts should be used to create shorter products like visual briefs, infographics, or social media cards. These products help disseminate the statistics to a wider audience using the communication and presentation method best suited for that audience.

By following the gender factbook process and practices outlined in this guidance note and ensuring that the gender factbook has a solid dissemination plan involving multiple stakeholders and supplementary materials, NSOs can play a strategic role in increasing awareness of gender inequalities within countries and regions and informing programs and policies through data to bring development for all.



Appendix A. Country gender factbooks inventory

In search of good practices for gender factbooks, the SGS project compiled and reviewed all publicly accessible country gender factbooks available online, using the following search terms: (Gender OR Women OR Women and Men) AND (Factbook OR Report OR Publication OR Booklet) AND (<COUNTRY>) AND (Statistics OR Number OR Data OR Compendium). The online search found factbooks from 85 low- and-middle-income and 36 high-income countries that had produced at least one gender factbook before November 1, 2023 (table A.1). Table A.2 shows the full list of gender factbooks along with corresponding links to each economy's most recent gender factbook.

Table A.1 Number of publicly accessible gender factbooks, by country income level

| Region | Total number of countries with NSO websites | Number of countries with factbooks | % of countries with factbooks |
|-----------------------|---|------------------------------------|-------------------------------|
| High income | 50 | 36 | 72 |
| Low and middle income | 146 | 85 | 58 |
| Total | 196 | 121 | 60 |

Source: Results from World Bank staff review of country gender factbook inventory.

In particular, the global gender factbook review provided insights on the most common indicators, themes, and content types, organizational and layout styles, visual presentation styles, and dissemination forms and outputs used by national statistics offices. Best-practice examples from the gender factbooks are interspersed throughout the guidance note and its associated appendixes to provide NSOs with tangible, visual examples.

Table A.2. Complete list of gender factbooks, by economy name

| Economy name | Most recent year | Economy name | Most recent year | Economy name | Most recent year | Economy name | Most recent year |
|------------------------|----------------------|----------------------|----------------------|------------------|----------------------|-----------------|----------------------|
| Albania | 2023 | Dominican Republic | 2020 | Lebanon | 2021 | Rwanda | 2021 |
| Angola | 2020 | Ecuador | 2018 | Lesotho | 2018 | Samoa | 2020 |
| Argentina | 2023 | Egypt, Arab Rep. | 2015 | Lithuania | 2019 | Saudi Arabia | 2022 |
| Armenia | 2022 | El Salvador | 2019 | Luxembourg | 2023 | Senegal | 2016 |
| Australia | 2023 | Estonia | 2019 | Madagascar | 2021 | Serbia | 2020 |
| Austria | 2023 | Ethiopia | 2017 | Malawi | 2011 | Sierra Leone | 2017 |
| Azerbaijan | 2023 | Finland | 2021 | Maldives | 2022 | Slovakia | 2022 |
| Bahrain | 2020 | France | 2022 | Mali | 2017 | Slovenia | 2016 |
| Bangladesh | 2022 | Georgia | 2022 | Malta | 2021 | Solomon Islands | 2016 |
| Belarus | 2018 | Germany | 2021 | Marshall Islands | 2018 | Somalia | 2022 |
| Belgium | 2020 | Ghana | 2014 | Mauritius | 2021 | South Africa | 2022 |
| Benin | 2022 | Guatemala | 2022 | Mexico | 2020 | Korea, Rep. | 2020 |
| Bhutan | 2021 | Guinea | 2017 | Moldova | 2021 | South Sudan | 2010 |
| Bolivia | 2016 | Honduras | 2022 | Montenegro | 2022 | Spain | 2023 |
| Bosnia and Herzegovina | 2022 | Hong Kong SAR, China | 2023 | Morocco | 2023 | Sri Lanka | 2014 |
| Botswana | 1998 | Hungary | 2017 | Mozambique | 2021 | Suriname | 2019 |
| Brazil | 2021 | Iceland | 2018 | Myanmar | 2022 | Sweden | 2022 |
| Bulgaria | 2018 | India | 2022 | New Zealand | 2009 | Switzerland | 2021 |
| Burkina Faso | 2021 | Indonesia | 2022 | Nigeria | 2021 | Tajikistan | 2020 |

| Economy name | Most recent year | Economy name | Most recent year | Economy name | Most recent year | Economy name | Most recent year |
|----------------|----------------------|--------------------|----------------------|--------------------|----------------------|--------------------|----------------------|
| Cambodia | 2018 | Iran, Islamic Rep. | 2018 | North Macedonia | 2022 | Tanzania | 2018 |
| Cameroon | 2021 | Iraq | 2021 | Norway | 2018 | Türkiye | 2023 |
| Canada | 2018 | Ireland | 2019 | Pakistan | 2019 | Uganda | 2022 |
| Cabo Verde | 2017 | Israel | 2022 | Palau | 2023 | Ukraine | 2021 |
| Chile | 2010 | Japan | 2020 | Paraguay | 2022 | Uruguay | 2021 |
| China | 2004 | Kazakhstan | 2023 | Peru | 2023 | Uzbekistan | 2022 |
| Colombia | 2020 | Kenya | 2022 | Philippines | 2016 | Viet Nam | 2021 |
| Costa Rica | 2014 | Kiribati | 2020 | Poland | 2008 | West Bank and Gaza | 2018 |
| Croatia | 2023 | Kosovo | 2019 | Portugal | 2022 | Zimbabwe | 2020 |
| Cuba | 2016 | Kuwait | 2005 | Qatar | 2022 | | |
| Cyprus | 2023 | Kyrgyz Republic | 2021 | Romania | 2023 | | |
| Czech Republic | 2022 | Latvia | 2019 | Russian Federation | 2022 | | |

Source: Original figure for this guidance note.

The global inventory of gender factbooks revealed the following insights regarding factbooks.

Title and contents

- Titles differ across countries. Most gender factbooks have titles that refer to “women and men” (like “Somalia Men and Women 2022”) or to “gender equality.”
- Several variations of factbooks do not have a typical factbook or statistical abstract title. Some are published as an International Women’s Day publication. Others are published as Sustainable Development Goal 5 or United Nations Minimum Set of Gender Indicators progress updates. In these cas-

es, the publications mostly contain statistics with very little supplementary text or analysis.

- The scope, style, quality, length, themes and indicators covered, periodicity, and use and style of visual tools vary greatly by factbook.
- At minimum, publications include demographic statistics on women and men (population, marital status, age of marriage and childbirth) as well as statistics on girls' and boys' enrollment in varying levels of education.
- Some country gender factbooks also include in-depth summaries of institutional, policy, and legal context relevant for understanding the gender disparities and for providing context behind the data points in the charts; others stick to presenting tables and graphs without further explanation or gender analysis.

Dissemination and accessibility

- Most gender factbooks are posted on NSO websites. Some countries (for example, Ireland and the Baltic countries) transform the factbooks into online interactive publications, whereas others (like Botswana and Paraguay) disseminate statistics directly in online databases instead of downloadable publications or factbooks. The inventory includes those countries that produce electronic versions of a gender factbook (that is, they have topics, chapters, supplementary text, and analysis) but does not include those countries that disseminate statistics directly in a database or website without producing a factbook-style publication.
- Ease of public access varies significantly across countries. Some publications are very easy to find, but others require multiple iterations of search terms or perusal of NSO website sections. Sometimes publications are found only within the demography or population section of an NSO website rather than under the publications section.
- Some factbooks, even though published on the NSO website, are still not accessible because (1) the NSO website experiences downtime (the website server is down and there is a 404 error); (2) the URL is no longer accessible, or the link is broken; or (3) the URL of the gender factbook or website is "taking too long to respond," thus rendering the factbook inaccessible. This finding aligns with reviews on NSO website accessibility indicating that one in four NSO websites experiences higher than average downtimes



that don't allow for users to access key data (Rudow 2019; Kumar et al. 2020).

- In some countries, such as Hungary, the gender factbooks are available only for purchase (electronic or print).
- Most NSOs do not have gender as a separate thematic area page or section of their website (even if the NSO says that gender is one of its priorities).
- In several high-income countries, the NSO has gender data dispersed throughout the site. Some countries—such as Italy, the United Kingdom, and the United States—have no dedicated publications on gender. However, they likely have publications at the sectoral or ministerial level that already include gender statistics and analysis for a given topic.

Appendix B. Available guidelines on presenting gender statistics



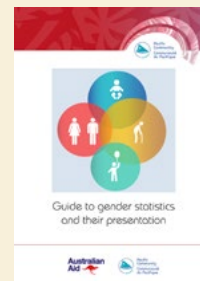
[Toolkit on Gender-Sensitive Communication](#). EIGE 2019.



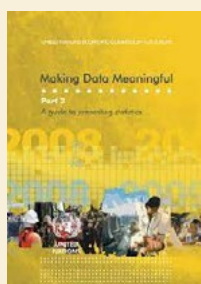
[Agri-Gender Statistics Toolkit](#). FAO 2016.



[Data and Metadata Reporting and Presentation Handbook](#). OECD 2007.



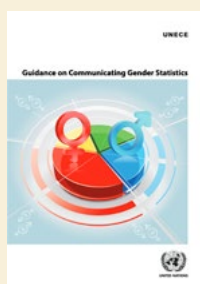
[Guide to Gender Statistics and Their Presentation](#). Pacific Community 2015.



[Making Data Meaningful: A Guide to Presenting Statistics](#). UNECE 2009.



[Developing Gender Statistics: A Practical Tool](#). UNECE 2010.



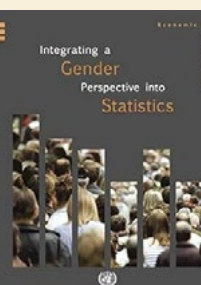
[Guidance on Communicating Gender Statistics](#). UNECE 2020.



[Communicating Gender Statistics: A Repository of Good Practices](#). UNECE 2021.



[Making Data Count for All. Good Practices in Integrating Gender in National Statistical Systems](#). ESCAP, UNECE, and ESCWA 2017.



[Integrating a Gender Perspective into Statistics](#). UNSD 2016.



[Communicating Gender Statistics](#). PARIS21 and UN Women 2020.



[Communicating Gender Statistics on Women's Economic Empowerment](#). PARIS21 and UN Women 2021.

Appendix C. Sample gender factbook outlines

General factbook outline

Section 1: Acknowledgments and copyright

Section 2: Table of contents

Section 3: List of tables and figures

Section 4: List of abbreviations and acronyms

Section 5: Executive summary and/or summary table of key statistics

Section 6: Gender equality in Country A

- Definition and principles of gender
- Legal framework, legislation, policies, and strategies for gender equality in Country A
 - List of national legal orders pertaining to women's rights
 - List of global actions, conventions, charters, resolutions, and so on relating to the rights of women and girls, which Country A has signed, including ratification dates

Section 7: Individual content chapters

- Population/demographics
- Health
- Education
- Time use
- Employment
- Assets
- Environment
- Settlement
- Influence and power
- Gender-based violence
- Peace and justice

Section 8: Summary

- Analysis connecting insights across topics

Section 9: References

Section 10: Appendix(es)

- Methodology and definitions
- Reference tables for indicators.

Topic-specific factbook outline

For factbooks based almost entirely on one topic, for example using data only from a labor force survey, indicators can be presented in a way that tells more of a story about women's economic participation. The chapters and indicators could be organized by first highlighting barriers to entering the labor force or to achieving paid full-time work (for example, large youth population, levels of education, time-related work), then presenting key labor indicators, and ending with indicators related to responsibility and decision-making. An example of the chapter names and order is below:

- Demographic context
 - Population characteristics
 - Completed levels of education
- Employment
 - Time use/time-related work
 - ⚙ Proportion of time spent on unpaid work
 - ⚙ Part-time work
 - Key labor indicators
 - ⚙ Labor force participation
 - ⚙ Unemployment
 - ⚙ Types of employment
 - ⚙ Wage gap
 - ⚙ Child labor
 - ⚙ Occupational injuries
 - Indicators related to responsibility and decision-making
 - ⚙ Control over income
 - ⚙ Positions in management
 - ⚙ Entrepreneurial activity

The gender chapter in the [2022 Mali EMOP Report](#) follows this approach.



Appendix D. Factbook publication checklist

Data and analysis

- ☐ Have all data sources and indicator calculations been fully documented?
- ☐ Have all calculations been double checked? Confirm that units of measurement and values make sense for each indicator.
- ☐ Does the factbook note data sources and calculation methodology for each indicator?
- ☐ Are all data insights accompanied by relevant context and analysis?
- ☐ Have all important gender-related or statistical concepts been defined?
- ☐ Have the data insights and analysis been validated with key stakeholders?
- ☐ If the country operates an Open Data platform, has the factbook team checked to see if relevant data can be published there?

Visuals

- ☐ Do all visuals follow the overall data visualization principles and best practices as outlined in the Data Visualization Tip Sheet?
- ☐ Is there sufficient variety between the types of charts in the factbook?
- ☐ Are the visuals interesting? Do they highlight some gender-relevant insight? If the visual has no gender relevance, it should be removed from the factbook.
- ☐ Does the presentation of gender statistics follow appropriate practices (that is, male and female colors consistent across factbook, female ordered first, and so on)?

Layout and publication

- ☐ Have all participating parties been included in the acknowledgements with the appropriate logos?
- ☐ Is the publication free of spelling, punctuation, and grammar errors? Proof-read multiple times and make sure there are no mistakes!
- ☐ Are the titles for tables and visuals consistent in style and punctuation across the factbook?
- ☐ Is the use of female/male or women/men consistent throughout the factbook?



Appendix E. Example template of gender factbook dissemination plan

If there is no overarching or gender statistics dissemination and communication strategy ([example](#)) at the institutional level, the authors and participating parties for the gender factbook should follow the template in table E.1 to create a dissemination and communication plan for the gender factbook.

Table E.1. Sample gender factbook dissemination plan for NSOs

| Content/Tool | Audience | Dissemination | Person/Team responsible |
|--|--|--|--|
| Gender factbooks/Other publications | National and global | <ul style="list-style-type: none"> NSO website Dissemination/launch event and learning events, and event email invitation | NSO and participating parties or focal points |
| In-country factbook dissemination event materials | In-country stakeholders including media and CSOs | <ul style="list-style-type: none"> In-country virtual or in-person event in respective partner countries NSO website NSO social media | NSO and participating parties or focal points, communications arm of the NSO or ministries |
| Links to the factbook, data, blogs, or events | National and global | <ul style="list-style-type: none"> NSO social media | NSO and participating parties or focal points |
| Blurb including links to the factbook, data, blogs, or events | National and global | <ul style="list-style-type: none"> NSO newsletter if applicable Email announcement Stakeholder newsletters | NSO and participating parties or focal points |
| Event flyer/invitation | National and global | <ul style="list-style-type: none"> Email announcement NSO social media (SM-adapted flyer) | NSO and participating parties or focal points |

Source: World Bank.

Note: CSO = civil society organization; NSO = national statistics office; SM = social media.

Table E.2 identifies key actions and deliverables that are essential for a successful gender factbook dissemination event. Given the budget for dissemination events, every effort should be made to ensure that policy makers and media are not only participants and panelists but also part of the audience.

Table E.2. Essential steps and content for an in-country dissemination event

| Actions | Important questions or subtasks | Person/Team responsible |
|---|---|--|
| 1. Event structure and details | | |
| 1a. Determine the structure of the event | <ul style="list-style-type: none"> • How long will the event be? • What time of day is best for the target audience and for global participants? • What is the objective of the event, and who is the audience? • What format facilitates reaching that objective and audience? <ul style="list-style-type: none"> - Keynote speech by someone in the government (gender enthusiast policy maker)? - Opening fireside chat? - Presentation by the NSO? - Moderated panel discussion? - Closing motivational speaker to encourage wide use of the data from all data user types? • Who are the co-hosts of the event? <ul style="list-style-type: none"> - NSO, media, and government ministry? - If media, then check what portions they will be covering. They often cover part of 3a, b, c. • Will the event be in-person only or will it be hybrid/virtual? <ul style="list-style-type: none"> - Which virtual platform will be used? What are the functions and benefits of that platform? • Will the event be covered by media (live streamed or televised)? Often media will host the live stream on their own Facebook or social media channel. • Will there be live interpretation or subtitles? | NSO and participating parties or focal points, communications arm of the NSO or ministries |
| 1b. Determine the date and participants | <ul style="list-style-type: none"> • How early/how close to the factbook finalization should the event date be determined? • Should the date be associated with a particular international day? (Women, earnings, etc.) • How close should the event be to the publication of the factbook? <ul style="list-style-type: none"> - Day of? Or give stakeholders time to familiarize themselves with the factbook before a dissemination event? • Should the date be set around important panelists/participants? Which panelists/participants should the date be set around and which panelists should be chosen based on availability for that date? • What type of participants? Various fields? <ul style="list-style-type: none"> - Government official/minister, NSO, academia, CSO, media, advocacy organization, statistics organization, young voice/feminist • Which participants would fit best under the format decided in step 1? • Will someone from media be invited to participate (usually as moderator)? | NSO and participating parties or focal points |

| Actions | Important questions or subtasks | Person/Team responsible |
|---|---|--|
| 1c. Invite participants | <ul style="list-style-type: none"> • Create a personalized invitation to each participant/speaker, which includes all event details in step 1a. - It's helpful to create a concept note with the event details so that they are not only in the invitation letter. | NSO and participating parties or focal points |
| 2. Materials for event organizers and participants | | |
| 2a. Create a briefing book | <p>Create each of the elements below to include in a briefing book for each participant:</p> <ul style="list-style-type: none"> • Concept note with information from 1a (title, description of the event, objective, audience, time, date, format, etc.) • List of participants/speakers with their bios and photos • For those in a keynote speech opening remarks, fireside chat, or presentation on the findings from the factbook, create talking points on gender equality and results from the surveys/factbook • Questions that will be asked of each panelist • In-person or virtual logistics and contact information of NSO members or other organizers | Partner NSO |
| 2b. Create a timeline for organizers | <ul style="list-style-type: none"> • When is each item in 2a due to the organizers? • Which staff member is responsible for collecting the information of the briefing book? • Which staff member is responsible for creating the briefing book? • When must the briefing book be finalized? Sent to participants? • When should all communications-related materials in part 3 be created? Disseminated? Who is responsible for creating? Disseminating? | NSO and participating parties or focal points |
| 3. Materials for publicizing the event | | |
| 3a. Create a flyer/ email invitation | <ul style="list-style-type: none"> • What should be in the flyer? <ul style="list-style-type: none"> - Create a social media graphic for the event with the time, date, title, and (if online) details for how to watch or register (short URL or "watch live on Facebook platform or on YouTube TV station.") - Create an email invitation with the same details from the social media graphic but adding the description and the list of speakers' organizations/departments (potentially with their name and picture if appropriate) • Who from the target audience should be invited officially through letters (for example, high-level ministers and government officials)? • When should follow-ups/reminders be sent? <ul style="list-style-type: none"> - For social media, date will be determined in part 3b; for personal email invitations, it might differ. | NSO and participating parties or focal points, communications arm of the NSO or ministries |

| Actions | Important questions or subtasks | Person/Team responsible |
|--|--|--|
| 3b. Create social media campaign | <ul style="list-style-type: none"> When will the NSO social media team start posting about the future event? How many posts will be set up and with what frequency? What should be the language in the post that accompanies the social media graphic? Are there certain hashtags that should be used? Are there international days that campaigns can leverage? Will questions be allowed in advance via social media, and will NSO teams be allowed to respond in advance? | NSO and participating parties or focal points, communications arm of the NSO or ministries |
| 3c. Determine who is in charge of social media on the event day | <ul style="list-style-type: none"> Is someone assigned to collect questions from social media and give them to the facilitator/moderator? If feature enabled, is someone assigned to address comments and questions in the comments section on the virtual platform or during the social media livestream? Will someone be tweeting quotes and photos live from the event from the NSO's social media platforms? | Partner NSO |
| 3d. Send communications assets to partners/networks | <ul style="list-style-type: none"> Create a communications/dissemination toolkit with the event details, social media assets, example social media language, the event flyers and invitation language so that panelists' organizations can promote the event as well as the factbook. This toolkit should also be sent to stakeholders/networks that are not participating in the event itself. | NSO and participating parties or focal points, communications arm of the NSO or ministries |
| 4. Event follow-up | | |
| 4a. Send thank you letters to participants | <ul style="list-style-type: none"> Send thank you letters to the speakers and moderators for their participation in the event. | Partner NSO |
| 4b. Disseminate event recording and other materials (such as PPT) | <ul style="list-style-type: none"> Where should these materials be disseminated? | NSO and participating parties or focal points, communications arm of the NSO or ministries |
| 4c. Engage with stakeholders | <p>Would it be beneficial to follow up with any particular organization or government official in the audience regarding the findings, policies, etc.?</p> <ul style="list-style-type: none"> Reach out to any stakeholders/audience who had questions or showed interest during the event to discuss a plan forward. | Partner NSO |

Source: World Bank.

Note: CSO = civil society organization; NSO = national statistics office; PPT = PowerPoint.

Appendix F. Dissemination tools and channels

A visual executive summary, brief, or brochure is a good way to highlight the most prominent insights from the full gender factbook. The visuals and text can be taken directly from the gender factbook and repurposed for this brief, shortening supplementary text as need. It would be beneficial to have both the full gender factbook and a visual brief ready on the day of the gender factbook launch so that users interested in getting a quick summary do not need to read through the full gender factbook. Because selecting only a few indicators and insights for a two-page visual summary or brief may be difficult, another option would be for the NSO to create a one- or two-page brief or factsheet for each topic in the gender factbook to highlight the most important parts for members of each of the corresponding ministries.

Press releases through traditional media will also draw attention to the publication and should be prepared for the day the gender factbook launches. Press releases are much better for journalists who do not typically have the time to read a report that is 100-plus pages long or to comb through complex data to see the insights. Press releases are packaged in a ready-to-use way so that journalists can add key findings to an article and so that the media community can engage with the factbook findings when they otherwise would not have. Journalists are essential for getting trustworthy statistics into the media and building the narrative around gender equality. Press releases should be short and have a catchy headline that summarizes main messages, perhaps using one of the most salient insights from the gender factbook. For one example of an effective press release, see the [press release](#) from a regional Organization for Economic Co-operation and Development gender report.

Newsletters and blogs can be an alternative channel for disseminating the same key findings and stories highlighted in the press release. Much of the information can be repurposed from the press release and the gender factbook. Although press releases catch the attention of the media, disseminating the findings through newsletters and blogs will reach different audiences.

Infographics can sometimes be used within a gender factbook, but they are more commonly used as a complement to the gender factbook as an eye-catching visual summary that tells a story or the overall picture. Although similar to the visual executive summary or brief, infographics are less formal, usually incorporating more pictures and icons than charts and less text.



Social media posts are a great way to promote information and circulate it to a wider audience including the general public and the media. If the NSO uses social media as part of its communications and dissemination protocols for statistical outputs, the bare minimum social media engagement would be to post the URL of the gender factbook to increase visibility of the publication.

The following social media tips and engagements could further promote the gender factbook.

- If a dissemination event will take place, post flyers with details of the event and speakers before the event. After the event (even if it was not open to the public or media), the NSO can post an image or flyer with a quote from the event with a link to the now published factbook.
- Social media posts can further disseminate key messages from videos that have been created as part of a dissemination plan. Some NSOs create promotional videos for a dissemination event to increase interest before the event (as in the case of [Somalia NBS](#)); others create short videos of speakers from the dissemination event to post online as an alternative to photos and quotes. NSOs also create animated videos to explain the key insights from the report or a chapter within the report (as in the case of [INEGI Mexico](#)). Although this [animated video](#) on the gender pay gap in Europe is from EUROSTAT, it is a good example of an animation that explains statistics and gender concepts.
- The NSO could set up a series of tweets with key findings or visuals from the report rather than just announcing the report. These visuals could be taken directly from the report, or the NSO could create a series of social media cards with visualizations that emphasize a different key message on each card. These social media cards generally have one chart emphasizing one to three statistics.
- Social media is one of the main dissemination channels for more elaborate or detailed images like infographics, factsheets, or visual briefs. Although not all social media posts require links, it is ideal when posting these complementary outputs to link directly to the full gender factbook.

Appendix G. Strengthening Gender Statistics Resources

Component 1: Survey Design

[SGS Guidance Note on Gender-Sensitive Survey Design and Implementation](#)

[SGS Best Practices in Survey Design Slide Deck](#)

[SGS Guidance Note on Gender Data Gap Assessments](#)

[SGS Recommended Questionnaire Content](#)

Component 2: Indicator Calculation

[How to Compute Priority SGS Indicators Slide Deck](#)

Component 3: Data Dissemination

[SGS Gender Factbook Slide Deck](#)

[SGS Indicator Mapping template](#)

[SGS Data Visualization Training Course](#)

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