Session 7 · 29 July 2026

# Dissemination, Communication and Use of Gender Data

*Georgia's Experience*

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International Workshop on Gender Statistics · Wuhan, China · July 2026

www.geostat.ge

# What We Will Cover

01

## Gender Statistics Portal

Interactive, multilingual, open access

02

## Women and Men in Georgia

Annual flagship publication since 1999

03

## Infographics & Visualisations

Making data accessible to all audiences

04

## Stakeholder Engagement

Government · Academia · NGOs · Media

05

## Measuring Impact

User satisfaction & reach

06

## Lessons & Way Forward

What works, what's next

01

# Gender Statistics Portal

*gender.geostat.ge*

Launched 2020
Fully interactive
Open access

### 200+ Gender Indicators

Sex-disaggregated data across 12 thematic domains — from labour to violence to education

### Interactive Visualisations

Charts, maps and infographics — users can filter, compare and download data directly

### Multilingual Interface

Available in Georgian and English; content updated following every major survey or census release

### PC-Axis Database Integration

Machine-readable downloads; linked to Geostat's main statistical database for seamless data access

Target: +20% annually

02

# Women and Men in Georgia

*Flagship Annual Statistical Publication*

**1999**
First edition published

**2014**
Gender analysis of Population Census

**2020**
Analytical section added

**2024**
Census 2024 results published

### 12 Thematic Chapters

Population · Education · Employment · Health · Violence against Women · Decision-making · Environment · Sport & Culture

### Sex-disaggregated Tables

Every indicator presented separately for women and men, with trend data over 5–10 years and comparisons to EU/international benchmarks

### Analytical Narrative

Each chapter includes a contextual analysis written by GeoStat gender statistics specialists — not just tables, but interpretation

### Free & Bilingual

Published in Georgian and English; freely downloadable from geostat.ge and the Gender Statistics Portal; print copies distributed to 200+ partner organisations

03

# Infographics & Data Visualisations

*Turning numbers into stories*

**20+** infographic themes

**12** gender profiles

### Gender Profiles by Topic

One-page visual snapshots for each thematic area — designed for non-specialist audiences including journalists and policymakers

### Interactive Charts on Portal

Trend charts, bar comparisons, and map visualisations users can explore and download; updated after each data release

### Social Media Packages

Designed assets for key dates: International Women's Day, SDG reporting, International Day for the Elimination of Violence against Women

### Press Conference Materials

Data decks and visual summaries prepared for media briefings; ensures accurate reporting and consistent messaging on gender data

# Stakeholder Engagement: Who We Reach

*Annual user meetings · Capacity building · Targeted communication by audience*

## Government & Parliament

- Annual gender statistics meetings with line ministries
- Gender data for National Action Plans (VAW, Women, Peace & Security)
- SDG monitoring support — 199 nationalised indicators
- Municipal gender data packages for local action plans

## Media

- Press conferences for each major publication release
- Tailored data packs for journalists — context + ready-to-use numbers
- Geostat cited as source increased by 5% per year (target)
- Social media releases on key international dates

## Academia & Research

- Microdata access for researchers via application process
- Collaboration on analytical publications & gender profiles
- Co-hosting of the 10th UN Global Forum on Gender Statistics (Oct 2025)
- 2nd Regional Conference on Gender Stats — July 2024

## NGOs & Civil Society

- Annual data-use workshops — at least 1 per year
- 20+ selected users in knowledge-improvement programmes
- Gender statistics training for data producers & users
- CEDAW, Istanbul Convention, UPR reporting support

# Annual Meetings & Capacity Building

*Building a community of informed gender data users across Georgia*

## Annual User Meetings

- Held at least once a year with all key stakeholder groups
- Separate sessions for government, NGOs, and media
- New data & methodology presented by GeoStat specialists
- Users identify data gaps — feeds into next annual plan
- Results feed into user satisfaction survey (target: 90%)

## Training & Workshops

- Annual gender statistics training plan for Geostat staff
- Workshops for administrative data producers on sex-disaggregation
- At least 1 general training session/year for public agencies
- International training: UNSD, UNECE, UN Women courses

## International Forums

- 10th UN Global Forum on Gender Statistics — Tbilisi, Oct 2025 (hosted)
- 2nd Regional Conference on Gender Statistics — July 2024
- Active participation in UNECE CES, UNSD expert groups
- Study visits and peer exchanges with regional NSOs
- Bilateral cooperation with EU statistical offices (Eurostat)

05

# Measuring Impact

*User satisfaction surveys · Portal analytics · Citation tracking*

| 80% | #5 | +20% | 2× |
|---|---|---|---|
| **User satisfaction (2021 survey)** | **Gender data availability ranking** | **Portal visitors annual growth target** | **User satisfaction surveys conducted** |

## How We Measure

- User satisfaction surveys every 2 years — dedicated gender statistics module since 2021
- Gender Statistics Portal analytics — unique visitors, downloads, most-accessed indicators
- Media citation tracking — Geostat as source in press; target: +5% per year
- Feedback from annual stakeholder meetings — qualitative assessment of data gaps and priorities

# Hosting the 10th UN Global Forum on Gender Statistics — Tbilisi 2025

*"Driving Change with Gender Statistics: A Path to Equality"*

| Oct 1–3 2025 | 100+ | 8 | 1st |
|---|---|---|---|
| Tbilisi, Georgia | Participants from national & international offices | Thematic areas covered | Time hosted in the Caucasus region |

**Why it matters for dissemination:**

- Positioned GeoStat as a regional leader — not just a data producer but a knowledge hub
- Media coverage across Georgian and international outlets amplified gender data messages to millions
- Facilitated peer learning: Georgia shared innovations, adopted international best practices

# Challenges & Lessons Learned

## ⚠ Challenges

- Sustaining dissemination activities after donor funding ends
- Reaching non-digital audiences — especially in rural areas and among older decision-makers
- Limited awareness of gender data's policy relevance across some sectors
- Coordinating communication across 15+ administrative data producers

## ✓ Lessons Learned

**Embed dissemination in strategy**

Treat outreach as a core function — not an afterthought — with dedicated budget lines

**Know your audience**

Tailored products for each group: infographics for media, microdata for researchers, summaries for policymakers

**Regular user engagement**

Annual meetings reveal real policy needs and build buy-in before a publication is even released

**Partnerships amplify reach**

UN Women, UNSD, and EU partners expand Georgia's capacity and international visibility simultaneously

**Measure your own impact**

User satisfaction surveys and portal analytics turn dissemination into an evidence-based activity

# Way Forward: 2024–2027 Dissemination Priorities

*Building on a strong foundation — going further, reaching more*

01

### Census 2024 — Deepening Dissemination

National results published (June 2026); next phase: thematic reports, including a dedicated Gender Thematic Report with in-depth sex-disaggregated analysis

02

### New Time Use Survey

Launched with Asian Development Bank — results to be disseminated with dedicated publication, media campaign, and policy brief on unpaid care work

03

### Gender & Environment Survey

New thematic area — visualisation toolkit and stakeholder report planned for release to coincide with UN climate reporting cycle

04

### Interagency Communication

Formal coordination group now ensures all 15+ NSS members use consistent methodology and messaging — reducing duplication, improving reach

05

### Portal Upgrade

Expanded interactive mapping of regional data; improved mobile interface; automated data refresh pipeline linked to PC-Axis database

06

### Women and Men Publication

Integration of Census 2024 results; new chapter on gender and environment; expanded analytical section co-authored with partner organisations

# Key Takeaways

- 🌐 A dedicated online portal + open data access = the foundation of modern gender statistics dissemination
- 📖 25 years of 'Women and Men in Georgia' — consistency builds trust and a longitudinal evidence base
- 👥 Tailored communication per audience: infographics for media, microdata for researchers, policy briefs for government
- 📏 Measure your own impact: user satisfaction surveys and portal analytics close the feedback loop
- 🌍 International engagement (hosting the UN Global Forum) amplifies national gender data messages globally

# Thank You

გმადლობთ · 谢谢

*Reliable Data for Right Decisions!*

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