TA2

High-level plenary –
Thematic Area 2:
Maximizing the use and
value data for better
decision making

13 November 2024
16:15-17:30PM

CONCEPT NOTE

Adding value to data through better analysis and communication to ensure full use of data for bettering lives through the agency, respect, and inclusion of everyone

Moderator: Cristina Velez, Dean, School of Business, EAFIT University, Medellín, Colombia

Scene setting: Ms. Catalina Restrepo, Makaia

Speakers
- **Mr. Leota Aliielua Salani**, Government Statistician, Samoa Bureau of Statistics
- **Ms. Piedad Urdinola**, Director General, National Administrative Department of Statistics of Colombia (DANE)
- **Mr. Rolando Ocampo,** Director, Statistics Division. United Nations Economic Commission for Latin America and the Caribbean (ECLAC)
- **Mr. Esteban Gallego Restrepo**, Director, Comfenalco Antioquia, Colombia
- **Mr. Christopher Maloney**, Program Officer, William and Flora Hewlett Foundation
- **Ms. Caren Grown**, Senior Fellow, Center for Sustainable Development, Brookings Institution

Achieving sustainable development is dependent on national policies that aim reach the entire population including those often left behind. The development of national policies is dependent on Findable, Accessible, Interoperable, Reusable (FAIR) data that can be utilized to inform policy makers on best practices. Only data and statistics that are used are useful. Thus, strategies to improve communication so that all data and statistics can help have better informed decision making.

The goal of this plenary session is to highlight efforts to improve data literacy so that people can use data and statistics to improve their lives, ensure decision makers are accountable, discern fact from disinformation, and understand the world around them. The value of data is in how it can be used to improve lives. Emphasize on the importance of bringing quality data to decision and policy makers, and improving overall data and statistics communication, helps create an enabling environment for extracting value from data – such as deriving the full benefits from open data – and promoting good practices in user engagement, data journalism, and the use of the latest data visualization and other

dissemination techniques to make sense of the abundance of data and protect against misinformation and abuse.

As the data world evolves, it is essential that we focus on technical aspects of data use and advancements in AI and data handling. In this plenary, experts and policymakers will discuss the role of AI in maximizing the use and value of data. We will hear from organizations that are collecting and utilizing data for social good and impact.

Key objectives of the plenary session are:

- **Findable, Accessible, Interoperable, Reusable (FAIR) data:** working toward FAIR data that can be used to improve lives
- **Communication strategies:** contributing to better informed decision-making.
- **Data and statistical literacy:** empowering users and producers to use data in their everyday lives and comprehend the world around them.

Under Thematic Area 2, the Forum has 17 sessions addressing the various aspects of Innovation *for better and more inclusive data.* The parallel sessions draw on experiences ranging from innovative solutions for effectively communication through the use of geospatial data and data platforms to address policy questions on climate change, food security, gender-based violence and gender equality.

Linking the Forum to the outcome document, updated Cape Town Global Action Plan and the Commit to data campaign will ensure a longer lasting impact of the Forum on maximizing the use and value of data for better decision making. This thematic area has garnered numerous commitments to date aimed at creating an enabling environment for the greater use and value of data. This includes ones on increasing the interoperability of data systems, finding the accessibility and usability of global data sets, and strengthening data-driven voluntary data reviews of the SDGs. However, these commitments also highlight the need for increased activities focused on this topic, particularly in connecting data initiatives to policy-making processes. To fully realize the potential of data for sustainable development, it's essential to further bridge the gap between data production and policy impact.

Some guiding questions for the moderated discussion:

Data is everywhere. Data-driven solutions require data to be accessible and useful for decision-making, particularly in the context of promoting inclusive development and engaging all population groups.
1. From your perspective, how does maximizing the use of data lead to better informed decision making?
2. Why is it important to enhance the communication and accessibility of data, especially to ensure that marginalized or small population groups are not left behind in decision-making processes?
3. As the data world evolves, it is essential that we focus on technical aspects of data use and advancements in AI and data handling. What role does of AI play in maximizing the use and value of data? How does this impact your work?
4. Final round: What are some final thoughts at the close of the first day of the 5th UNWDF? What are your expectations for rest of the event?

Annex: Parallel session under Thematic Area 2

ID	Title	Primary Organizer
TA2.2	Data for Action: Innovative Solutions for Effective Data Dissemination and Use	UNFPA
TA2.3	Global perspectives on enabling access to platform data for public-interest research	ODI
TA2.4	Earth Observation (EO) and Remote Sensing (RS) Technologies Serve Global Food Security	NBS-China
TA2.6	Data Modernisation in Small Island Developing States: Insights and Innovations from the Pacific	SPC
TA2.7	Ultra-High-Frequency Poverty Monitoring: Timely Quarterly and Monthly Assessments for Poverty Dynamics and Household Welfare	WB
TA2.8	New advances and approach to measuring gender-based Violence	Point of View
TA2.9	Alternative mapping data for resilience and development in the face of climate change	HOTOSM
TA2.10	Transforming the local context in Mexico: Open Data in Nuevo León	ODC; INAI-México
TA2.11	Integrating data use in policy organizations: What does it really take?	Vital Strategies
TA2.12	Geospatial analysis for public policy decisions: a path of action to accelerate gender equality	Instituto Geográfico Agustín Codazzi, Colombia
TA2.13	Leveraging Longitudinal Surveys to Foster Resilience in the Polycrisis Era	NBS-Nigeria
TA2.14	Survey meets Spatial: Gaining insights for SDG Locals	SDSN
TA2.15	Getting to the finish line: Strengthening country capacity to translate gender data into use and impact by 2030	WB
TA2.16	Leveraging new forms of spatial data for achieving global and national goals for biodiversity and sustainable development	UNDP
TA2.17	Co-creating Climate Data Ecosystem for Long-term Resilience	CivicDataLab; Lloyd's Register Foundation