

**WOMEN
DELIVER**

**ANNUAL
REPORT**

2016





In less than a decade, Women Deliver has become a leading global advocate for the health, rights, and wellbeing of girls and women, with a particular focus on gender equality and maternal, sexual, and reproductive health and rights. Women Deliver builds capacity, shares solutions, and forges partnerships, together creating coalitions, communication, and action that spark political commitment and investment in girls and women.

2016 was a year of marked growth in Women Deliver's advocacy and influence. Women Deliver:

- Convened the largest conference on the health, rights, and wellbeing of girls and women in the past decade;
- Contributed to dozens of key coalitions, task forces, and partnerships working to advance progress for girls and women;
- Increasingly was a sought-after advisor on private and public initiatives on gender equality, SRHR, and youth engagement;
- Launched a global campaign — Deliver for Good — to change the narrative on girls and women;
- Produced and widely disseminated a series of compelling and evidenced-based advocacy tools for investing in girls and women; and
- Expanded its reach through innovative technologies and social media.

Women Deliver also underwent a leadership transition with the retirement of Jill W. Sheffield, the founder and President of Women Deliver since its establishment as an organization in 2009. Katja Iversen, who had been the CEO since 2014, became President and Chief Executive Officer in May 2016.

➤ Global Advocacy

Evidence-based advocacy is necessary to drive inclusive approaches and actions that help girls and women survive, thrive, and realize their full potential. The work of advocacy — the education, monitoring, speaking out, and ‘nudging’ — counters rhetoric and persuades global leaders and influencers to act on evidence.

In 2016, Women Deliver leveraged a multitude of platforms to advance advocacy initiatives and policy change — convenings, campaigns, coalition activities, and communication tools — to bring the best ideas forward, highlight what works, and fuel action.



WOMEN DELIVER 2016 CONFERENCE

More than 5,750 people (20% young people) from 169 countries convened in Copenhagen for the Women Deliver 2016 Conference, 16-19, May. The attendees and participants were more diverse than in previous conferences with substantial representation from the education, economic empowerment, human rights, HIV/AIDS, nutrition, health, and environmental sectors.

The Conference featured 23 plenary sessions with a total of 141 speakers. The concurrent session program was the most cross-cutting to date, with 109 sessions and 551 presenters across 14 thematic tracks. As is customary at Women Deliver Conferences, concurrent sessions were spearheaded by partners — 90 organizations that outlined the program, recruited speakers, and ensured a specific focus on solutions. Additional presentations were made at the Speakers' Corner and in the very popular Youth Zone.

The exhibit hall doubled in size compared to the 2013 Conference, and the number of corporations attending increased significantly from 2013. There were more than 120 side events organized by partners, the number limited only by the space available. In addition, Women Deliver hosted a Ministers' Forum, Parliamentarians' Forum, Private Sector Pre-Conference, Youth Pre-Conference, and Midwifery Pre-Conference.

By July 2016, the Conference had generated 1,195 original stories, op-eds, and blogs in 20 languages across 72 countries and six continents. In an unprecedented social media reach, tweets from the Conference reached 67 million unique Twitter accounts and generated 1.8 billion

Twitter impressions. In addition, the Conference featured three pre-Conference media trainings that engaged 55 journalists from across the world that subsequently generated 145 news stories.

The online component of the Conference — *Women Deliver Live* — a multi-channel virtual broadcast — included livestreaming of plenaries, concurrent sessions, press conferences, and original content produced just for the virtual audience from an onsite studio. This additional content expanded the reach and the richness of the online experience. By the end of June 2016, there had been 132,000 views of *Women Deliver Live*.

In line with the Conference's focus on solutions, Women Deliver published a "Solutions Panorama" in September of 2016. This document contained 100+ of the best solutions brought forth at the Conference and serves as a resource for the development community to reference in their own work.

An online evaluation of the Conference gave high marks to the Conference, as well as direction on how to make the 2019 Conference more impactful. In addition, Women Deliver consulted with NGOs and thought leaders throughout the summer and fall of 2016. The largest takeaways from this collective input were: 1. enable more opportunity for connection with participants before, during, and after the Conference and 2. offer knowledge sharing on issues before the Conference so that the program can be devoted to largely problem-solving, strategizing, and bringing to light new programs, research, and innovations.

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Conference Highlights



Largest conference on the **health, rights, and wellbeing of girls and women** in the past decade



20% of attendees were YOUNG PEOPLE



81% of attendees had **never attended** a Women Deliver conference



64% OF ATTENDEES SAID THEY CAME TO THE CONFERENCE FOR NETWORKING; 54% SAID THEY CAME TO BE INSPIRED!

97% of respondents to a post-conference survey said they would **take one or more actions** as a result of attending the conference

A POWERFUL VOICE FOR GIRLS AND WOMEN



Katja Iversen, President/CEO of Women Deliver, presents the first Delivering for Girls and Women Award, to Ban Ki-moon, the UN Secretary-General, in March 2016

In 2016, Women Deliver worked diligently to place girls and women at the center of the global development agenda. To move the needle forward, Women Deliver participated in and engaged with key coalitions, taskforces, and working groups such as: Every Woman Every Child; Reproductive Health Supplies Coalition; Equal Measures 2030 (the SDG progress tracker); The Partnership for Maternal, Newborn, and Child Health; The Frontline Health Workers Coalition; the Task Force on Women and NCDs; the Women’s Major Group; Clinton Global Initiative’s commitment to girls and women and the SDGs; the Advocacy Collaborative (TAC) hosted at Jhpiego; the Maternal Health Task Force; EuroNGOs; and Every Hour Matters (hosted at Together for Girls). In December, Katja Iversen, Women Deliver’s President/Chief Executive Officer, was named Chair of Equal Measures 2030.

Women Deliver communicated regularly with the 2,500 organizations and 20,000 advocates in its network, disseminating advocacy tools and information. It reached out to private sector entities bilaterally and through its ongoing partnership with BSR. Women Deliver, BSR, and the Ministry of Foreign Affairs of the Netherlands convened the first-ever Women Deliver Private Sector Pre-Conference for corporations a day before the Women Deliver 2016 Conference opening to discuss the value chain as it relates to girls and women.

Throughout 2016, Women Deliver regularly liaised with multiple UN entities including the UN Secretary General Office, UN Women, UNFPA, WHO, UNICEF, UNDP, UNESCO, and the World Bank on cutting edge policy and SDG implementation impacting the lives of girls and women. Women Deliver strategically engaged and played an integral role in key meetings, conferences, and events including the UN General Assembly, the World Health Assembly, the Commission on the Status of Women, the Commission on Population and Development, and the High-Level Political Forum. A highlight of CSW60 was Katja Iversen presenting the first *Delivering for Girls and Women Award* to Ban Ki-moon, UN Secretary-General, at the Every Woman Every Child High-Level event “The Roadmap to Realizing Rights.” Women Deliver also served as an ongoing Health and Program Advisor to the Clinton Global Initiative and was on the CSO consultative group to the World Bank, as well as several corporate initiatives aimed at accelerating progress in international development.

Women Deliver found innovative ways of bringing attention to the overall health, rights, and wellbeing of girls and women in 2016 by

engaging with new partners in non-communicable diseases (NCDs), nutrition, and sport.

Partner advocacy work included: 1) diabetes in pregnancy with the World Diabetes Foundation and the International Federation on Gynecology and Obstetrics (FIGO); 2) cervical cancer with FIGO, the NCD Alliance and others; and 3) the empowerment of girls and women via sport with the International Olympic Committee, FIFA, UNICEF, and more than a dozen sporting organizations.

DELIVER FOR GOOD: A MULTI-ISSUE, MULTI-SECTOR CAMPAIGN

It is increasingly clear that cross-sector and cross-issue integration are critical to powering progress for girls and women — and global development, writ large. In May 2016, Women Deliver and 10 founding partners launched the Deliver for Good, a new advocacy and communications campaign created to: 1) change the narrative around girls and women from vulnerable victims to powerful changemakers; 2) mobilize multi-sector stakeholders committed to focusing on girls and women during the implementation of the SDGs; and 3) spark concrete actions that reflect the centrality of girls and women in SDG implementation at global and country levels. The Deliver for Good Campaign is rooted in the premise that girls and women are the drivers of sustainable development and powerful agents of change.

The campaign takes a global and country-level integrated approach to sustainable development by applying a gender lens to the SDGs and features 12 investments that will yield economic and social returns for girls, women, and societies in the decades to the come. The 12 investments span topics such as gender equality, women’s health (including maternal health and SRHR), education, political power, access to resources, women’s role in climate mitigation, and beyond. The investment areas have corresponding infographics and policy briefs to make the case for greater political, programmatic, and financial investments in girls and women.

Among the founding partners are Global Partnership for Education, Scaling up Nutrition, Every Woman Every Child (EWEC), FEMNET, National Democratic Institute, Equal Measures 2030, FHI360, Landesa, BSR, Plan International, and strong SRHR supporting organizations such as PSI and IPPF. By the end of 2016, nearly 200 partner organizations signed onto Deliver for Good.



Conference attendees showed their support for the newly launched Deliver for Good campaign.

Youth Program

At Women Deliver, we know that young people aren't just the future leaders of the world, they are the leaders of today. Women Deliver is shifting the global landscape in favor of meaningful youth engagement, allowing young people to advocate for themselves and for the health, rights, and wellbeing of girls and women everywhere.

Advocacy for gender equality, health, and education must be done with and by young people who are most able to speak for themselves and their needs, lives, and future. Women Deliver's award-winning Young Leaders Program has selected, trained, and supported 400 outstanding young people from more than 100 countries. 2016 was a year of growth for all aspects of the program.



E-COURSES

The 200 new Young Leaders finished the second of two facilitated e-courses in early 2016. Moderated discussions on e-course topics were provided to Young Leaders to enhance their engagement in the topics. Young Leaders also participated in additional supplemental learning, webinars, and Google Hangouts, which served to expose them to the relevant work of other organizations.

SPEAKERS BUREAU

The Speakers Bureau enabled Young Leaders to share their voices and influence the global conversation by identifying national and global speaking opportunities and positions of influence on panels, commissions, and boards. Women Deliver provided logistical, technical, and communication support for Young Leaders to participate, including collaborating on key messages, drafting talking points, and preparing the Young Leaders so they feel ready and confident to share their unique experience and voice. In 2016, Young Leaders had more than 100+ global speaking engagements at such high-level events as the United Nations General Assembly, the Human Rights Council, the AIDS Conference, the Financing for Development meeting, and others. Seven Young Leaders were appointed to high-level commissions and boards, such as the Every Woman Every Child Independent Accountability Panel and the Guttmacher-Lancet Sexual and Reproductive Health and Rights Commission.

WORLD CONTRACEPTION DAY AMBASSADORS

On International Youth Day, August 12, Women Deliver announced the 2016 Ambassadors. These were 10 Women Deliver Young Leaders representing six different regions and from a variety of backgrounds. The Ambassadors focused on storytelling projects about contraception, family planning, and reproductive health for young people and adolescents. The 2016 cohort reached diverse communities, from micro populations to the transgender community, and leveraged technology and advocacy in powerful and innovative ways.

SEED GRANTS

Women Deliver awarded 30 seed grants to Young Leaders and World Contraception Day Ambassadors in 2016. These grants, funded by Johnson & Johnson and Bayer, allowed young people to implement advocacy and communications projects that work to advance the health, rights, and wellbeing of girls, women, and young people in their communities, countries, and across the globe. Experts in project management provided ongoing technical assistance. Seed grants supported community trainings, the development of websites, and meetings with decision-makers, resulting in nearly 500,000 people reached.

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YOUTH ENGAGEMENT

Women Deliver worked with experts and the Young Leaders to develop a short discussion paper, infographic, and items for social media on the topic of meaningful youth engagement in international development. The paper drew upon key literature in the field, informant interviews, and a consultation survey to 600 young people within Women Deliver's network. This initial effort to engage young people directly, to listen and take into account the barriers they identify and tools and resources they need to more effectively engage, offers a snapshot of the path ahead that Women Deliver will continue to work towards.

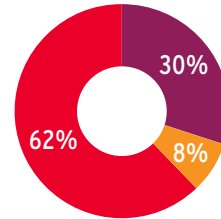
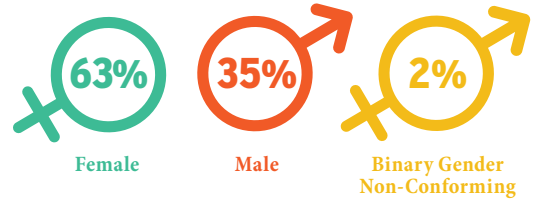
Of the **600** young people surveyed, **430** responded with their insight for this review (*that's a 71% response rate*).

These 430 respondents are:

Between the ages of **17-33**



GENDER IDENTITY:



Youth Scholarship Recipients to the Women Deliver 2016 Conference
Current Women Deliver Young Leaders
Women Deliver Young Leaders Program Alumni

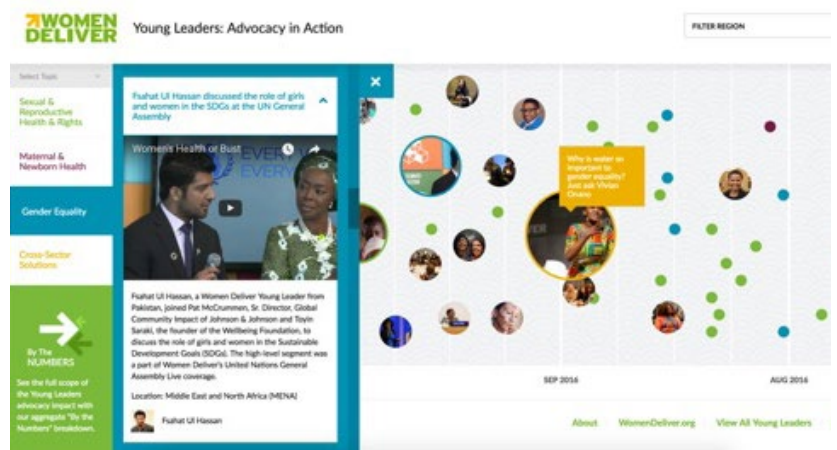


YOUTH VOICES AMPLIFIED

In 2016, more than 100 individual media stories featured Women Deliver Young Leaders (many written by Young Leaders themselves) and were shared in media outlets such as National Public Radio (NPR), *Forbes Woman* magazine, and *The Guardian*. Women Deliver launched a podcast series “*To Be Heard*,” highlighting the narrative and compelling aspects of advocacy work and personal stories of Women Deliver Young Leaders. Women Deliver premiered in March a new Google Hangout series, “*Through Their Eyes: A Conversation With and About Young Leaders*.” The first episode was replayed 143 times in two weeks. The second episode was hosted by Devex, a leading source for news, careers, insights, and recruitment in the international development field.

MONITORING AND EVALUATION

In November, a digital advocacy tracker was launched to capture the work that Young Leaders are engaged in at the community, national, and international levels. The tracker consists of two major components: an internally facing database that serves as a monitoring and evaluation tool to assess the impact that the Young Leaders Program has on programs and policy, and an externally facing webpage on the Women Deliver website.



➤ Communications

In 2016, Women Deliver expanded its communications work, capitalizing on key conversations and moments in time to rally support for gender equality and the health, rights, and wellbeing of girls and women. It amplified its advocacy undertakings, harnessed current news hooks, and leveraged emerging technologies to reach new audiences. In addition to launching multiple websites and a virtual conference, Women Deliver's social media presence continued to convene, engage, and empower a global community.





COMMUNICATIONS

Women Deliver pushed the envelope on how to get its messages out, using the tools of social media. #CountdownToCopenhagen, was launched 100 days out from the conference and featured world leaders, corporate and NGO executives, and young people providing quotes about the importance of the conference.

The website was refreshed with more coverage of timely issues. For instance, an interview series with the six candidates for the WHO Director-General was widely viewed and heralded. Women Deliver’s public statements on policy decisions like the reinstatement of the Global Gag Rule were also incredibly well-received.

Women Deliver also rolled out an editorial calendar in-line with the Deliver for Good campaign. A monthly focus on a specific topic helped the organization build relationships with issue-area experts, brought valuable insights from decision-makers, and crowd-sourced evidence needed for more impactful advocacy.

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SOCIAL MEDIA AND DIGITAL PRESENCE

Women Deliver increased its social media and digital presence in 2016 and stepped away from the old way of using social media as a megaphone, instead, using social media as a way to celebrate the solutions of others, share knowledge, and talk with, not at, the Women Deliver audience. By the end of 2016, the Facebook community had grown to more than 55,000 fans; Twitter had more than 80,000 followers.

The success on social platforms was enhanced by innovative online initiatives such as Google Hangouts that tackled hot topics, Facebook Live coverage of high-level events, and *Women Deliver Live* that was debuted at the 2016 Women Deliver Conference. Women Deliver produced hours of high-quality video programming exclusively for the virtual audience. The *Women Deliver Live* format was repeated during UN General Assembly in September, with the hosting of two town hall style discussions from the UN Digital Media Zone.

ENGAGING NEWSLETTERS

The monthly e-newsletters for Women Deliver and the Youth Program are Women Deliver’s vehicle of choice to highlight the research, work, and successes of partner organizations. Both a capacity-building and relationship-strengthening tool, e-newsletters give Women Deliver’s community the resources they need to become better advocates for girls and women, while exposing them to new subject matter, new innovations, and new players. The open rate of Women Deliver e-newsletters ranges from 14-32%, compared to industry standard of 12%.

Donors

Women Deliver's successes in 2016 were due in large part to the donors and partners that support our programs, including 2016 Women Deliver Conference supporters. They include multi-laterals, governments, corporations, and non-governmental organizations. We are humbled and honored by their support of our work to drive progress for gender equality and the health, rights, and wellbeing of girls and women, with a particular focus on maternal, sexual and reproductive health and rights.



A HUGE THANKS TO THE SUPPORTERS OF OUR PROGRAMS IN 2016, INCLUDING THE 2016 WOMEN DELIVER CONFERENCE

Amplify Change
Australia, Department of Foreign Affairs and Trade
Bayer
The Bill & Melinda Gates Foundation
Canada
Capital for Good
Care USA
Center for Reproductive Rights
Concern Worldwide
Jerry and Diane Cunningham
The David and Lucile Packard Foundation
Denmark, Ministry of Foreign Affairs
Engender Health
European Commission
Evoform, Inc.
FHI360
Finland, Ministry for Foreign Affairs
France, Ministry of Foreign Affairs
Gillespie Foundation
Global Leadership Academy
Global Partnership for Education
GPK Foundation
GSMA Foundation
International Confederation of Midwives
International Olympic Committee
International Planned Parenthood Federation
Intrahealth International
IPAS
The John D. and Catherine T. MacArthur Foundation
Johns Hopkins
Johnson & Johnson
Lederne
Levi Strauss Foundation
Management Sciences for Health
Marie Stopes International
The Mary Foundation
Maternal Health Task Force
Merck Germany
Micronutrient Initiative
MSD
Netherlands, Ministry of Foreign Affairs
New Venture Fund
Norwegian Agency for Development Cooperation
NoVo Foundation
NovoNordisk
Oak Foundation
Pangaea
PATH
Pathfinder
Pfizer
Philips
Plan International
The Partnership for Maternal, Newborn & Child Health
Population Service International
PPFA Global
Procter & Gamble
The Rockefeller Foundation
Save The Children
Scaling Up Nutrition
The Summit Foundation
Swedish International Development Cooperation
UN Women
UNAIDS
UNICEF
unicef CANADA
The United Nations Foundation
United Nations Population Fund (UNFPA)
Urgent Action Fund
USAID
Vestergaard
WCG
The William and Flora Hewlett Foundation
The World Bank
World Diabetes Foundation
World Health Organization
World Vision International



➤ Conclusion

2016 was a year of accomplishment for Women Deliver. The 2016 Women Deliver Conference was widely lauded as a game changer. Deliver for Good went from a concept to a full-blown campaign with significant partners and potential for increasing governments' support for the 12 investment areas that will yield economic and social returns for girls, women, and societies in the decades to come. The Youth Program soared as young voices were amplified, and young people across the globe engaged in the policies and programs that affect their lives. The reach of Women Deliver extended into every corner of the world, thanks to increased communications efforts and the use of new communication technologies.

All this would not have been possible without the support of a vibrant community of hundreds of partner organizations, supporters, and donors that worked with us — whether on our youth program, the Deliver for Good campaign, general global advocacy, or the Women Deliver Conference. We thank them! The 2016 successes have laid the foundation for programmatic growth and greater impact in 2017 and beyond. What we are trying to achieve will not happen overnight but take hard work, commitment, and persistence. We change norms, policies and investments, and we look to the girls and women across the world as our role models, who show resilience, fortitude, and courage in their everyday lives. We owe them the best we can be to power progress for all and make the world a better place.

Katja and Team

Women Deliver

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