



Understanding the Starter Pack

Creating a fair data future is a mission many can get behind, but a question that frequently arises is “how?”

It undoubtedly requires action by a wide range of actors, but what actions and by whom? How does the Data Values Manifesto translate into actionable principles that organizations can use to create a fairer data future? What steps can organizations take to move forward?

Why was the Starter Pack created?

- As a follow-up to the Manifesto and white paper, it provides actionable steps to guide stakeholders as they implement Data Values in their work, organization, or sector.
- It is designed to be adaptable to different types of partners carrying out different types of work. The goal is to help more partners in the wider data for development community implement Data Values.
- It is intended to help individuals and organizations who want to take the next step in their own work, or in influencing the work of other organizations to create a fairer data future. It will be of particular use to those unsure about where to start or what their next step should be.



Learn



Engage



Spark conversation



Measure progress

- The Starter Pack is for anyone at any level of seniority and at any type of organization who is involved with the development or implementation of activities related to data, whether data design, collection, analysis, use, sharing, or storage. This graphic explains the data cycle and where various actions fit into it.

How was the Starter Pack created?

- Collaboration and community have always been at the heart of Data Values, and, just as the Global Partnership did for the white paper, it consulted with the Data Values community to identify what should be included in this resource.
- The Data Values team spoke with members of 10 organizations, including governments, civil society organizations, grassroots organizers, and academic institutions from Africa, North and Latin America, Asia, and Europe. These organizations represent a diversity of topics and organizations typical of the Data Values community already using Data Values to take action and create a fairer data future.
- In interviews, the Data Values team explored why the project was important to the work of these organizations and how they had engaged with it, and identified any obstacles preventing their teams from going further in implementing the actions recommended in the Manifesto.
- The findings of these interviews informed the assets in the Starter Pack, which include activities, in-depth explorations, and a wide range of resources to help address the blockers for implementation.
- The Data Values team hopes the Starter Pack will be useful for all organizations interested in creating a fairer data future.



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How should this Starter Pack be used?

The Data Values Starter Pack is designed to complement the Manifesto and white paper and provide actionable steps to guide stakeholders as they implement Data Values in their work, organization, or sector.

The resources provided are adaptable to different types of partners carrying out different types of work.

The release of these resources will be supported by events, webinars, training sessions, and more to help organizations take action. Make sure you are signed up for the Global Partnership in Sustainable Development Data [newsletter](#) to keep on top of what is happening and find out about upcoming events.

What is included in the Starter Pack?

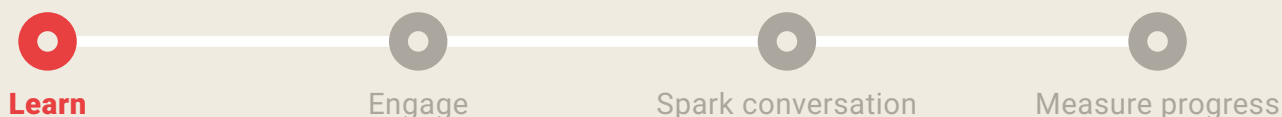
This Starter Pack is made up of eight assets that cover the four support areas:

- Learn
- Engage
- Spark conversation
- Measure progress

Each of these areas provides easy-to-follow guidance on implementing the Data Values Manifesto and its recommendations in their work or the work of their organization.

Learn provides information to help initiate plans of action. These are the best assets to start a Data Values journey.

- [Asset 1](#) - An introduction to the Data Values Project
- [Asset 2](#) - An introduction to the Starter Pack
- [Asset 6](#) - Free e-learning course.



Engage elucidates what others are already doing to implement Data Values and shows how they can be applied to real-world examples and challenges.

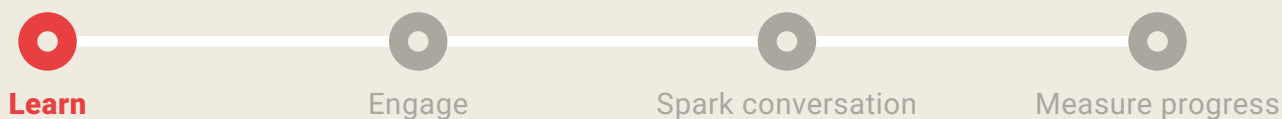
- **Asset 5** – Best practices

Spark conversation helps to kick off conversations in teams or organizations who are looking to implement Data Values.

- **Asset 3** – Data Values discussion guide

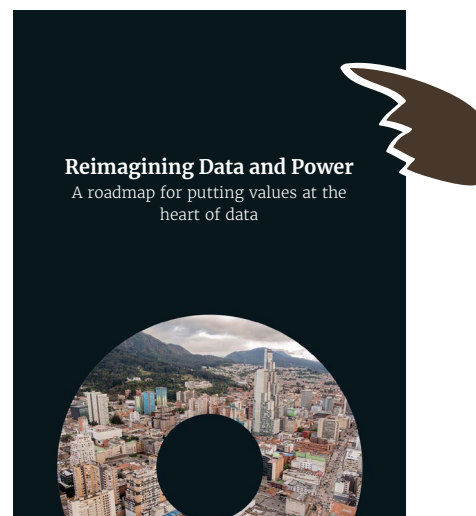
Measure progress helps teams see where they currently stand on the journey to implement Data Values and what actions they can take to go further.

- **Asset 4** – Checklist



What additional Data Values Project resources are available to complement the Starter Pack?

- *Reimagining Data and Power: A roadmap for putting values at the heart of data* is the **white paper** that summarizes the findings of the Data Values consultation and lays out a case for the three principles (agency, accountability, and action) that underpin the Data Values Manifesto.
- The **Data Values Manifesto** is an action-oriented agenda that forms the cornerstone of the Data Values Project. It consists of five recommendations that cover the broad action areas for creating a fairer data future.
- The Data Values **card game** is designed to help shape introductory discussions about Data Values in an interactive format. It can be played in groups of any size and provides discussion questions that explore the five Manifesto recommendations. This game is a great starting point for those just beginning their Data Values journey.



- The Data Values **YouTube Playlist** is a collection of video content that brings to life the Data Values Project.
- The Global Partnership **newsletter** is a monthly newsletter that provides news, resources and opportunities from the data for development sector. and features a quarterly Data Values spotlight.

- **The Voices of Data Values** are interactive stories exploring the work of six individuals and organizations that embody the Data Values Manifesto and provide examples of the types of projects that bring Data Values to life.



- Global Partnership network events are hosted regularly to bring together the Data Values community to share learnings, undertake training, and build connections. **Past events** have been designed around various Manifesto recommendations or have applied the Data Values agenda to topics such as healthcare and migration. Ensure you are signed up to the Global Partnership Newsletter to hear about upcoming events.

Photo: Page 2: Gathering citizen generated India to assess the impact of Covid-19 on households © Wada Na Todo Abhiyan and CSEI



Learn



Engage



Spark conversation



Measure progress

Acknowledgements



This work would not have been possible without a huge amount of work from colleagues at the Global Partnership for Sustainable Development Data and across the Data Values community.

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The Data Values Project team and wider Global Partnership are here to help any individual, organization, or team who wants to go further in implementation, whether through training or consultation on strategy or project development. To start the discussion, please get in touch with the Data Values team (DataValues@data4sdgs.org).

data4sdgs.org/datavaluesproject