



Data Values discussion and training session guide

Creating space to discuss the Manifesto is the fastest way to spark ideas on how to live the principles and implement them in your own work.

This guide aims to enable any individual or team to:

- Engage with the ideas of the Data Values Manifesto
- Explore how to further apply or implement Data Values in their own work
- Upskill themselves and colleagues on Data Values

Along with other assets, training and discussion sessions can form the basis of your journey to implementing Data Values and achieving a fairer data future.

Who is this guide for?

This guide is for anyone who would like to initiate conversations with colleagues, partners, clients, or others in their community around exploring Data Values and taking the next steps to implement them in their work.



Learn



Engage



Spark conversation



Measure progress

The Data Values team has held training sessions with a wide range of stakeholders, all of whom are committed to furthering fairer data practices. These trainees have included governments, civil society organizations, nongovernmental organizations, grassroots activists, and more. The team has hosted both specialist sessions for a specific organization or topic, as well as mixed groups or more general introductions. Training sessions can easily be tailored to suit a wide range of experiences and needs.

How should this guide be used?

- The ideas in the Data Values Manifesto can be applied to many data challenges and development topics, from upskilling comms teams on data visualization to working with administrators on digitizing paper records.
- Finding connections and applications is achieved through discussion. Activities in this asset provide a guide to delving into the ideas behind each of the Data Values Manifesto recommendations and how they relate to the work you do.
- Activities are interactive and can be carried out with any number of people. If working with a larger group (six or more people), try an “hourglass” approach, first introducing the topic for the session in a large group, then getting people into smaller groups for discussion and activities, and finally reconvening the wider group so that participants can share what they discussed and reflect on how the topic might apply to their work.



Other assets in the Starter Pack that can be used to support implementation include:

- **Asset 1**, which explains what the Data Values Project is and the basic principles that underpin it.
- **Asset 4**, (coming in 2026) a Checklist designed to help measure where individuals and organizations are in their Data Values journey and suggest next steps.

- **Asset 6**, A free online e-learning course developed with the Washington University in St Louis, designed to explore the Data Values Manifesto and how you can use it to make data fair, inclusive, and beneficial for everyone.

What do Data Values training sessions usually look like?

Since launching Data Values, the project team has run a number of training sessions taking a range of formats. There is no standard plan or design, just what works best for a given project, organization, or individual.

- The team has trained the National Statistical Offices of Kenya, Colombia, Namibia, Somalia, and Costa Rica.
- The team has trained nongovernmental and civil society organizations including IREX, Development Gateway, SDG Kenya Forum, Joint IDP Profiling Services, and Code for Africa.
- Training sessions have been held at conferences including the Digital Rights and Inclusion Forum, Rightscon, and the World Data Forum.
- Some sessions have been focused on specific development challenges such as climate, health, and migration and displacement.



- Some sessions have centered on specific Data Values, including inclusive data practices or how to create accountable data practices.
- Sessions have been developed in partnership with members of the Data Values community including Code for Africa and Restless Development.
- Sessions have been incorporated into a wider training program including JIPs Collaborative Leadership Program and Datasphere Fellowship Program.
- Sessions have been held in person, as well as virtually.

Please get in touch with the Data Values Project team if you would like to find out more or would like support in designing or developing a session.

How to talk about Data Values and the Data Values Project

In short

Data Values provides a vision for how data can create a better world. It aims to shift how governments, organizations, and individuals design, collect, fund, manage, and use data so that everyone, everywhere shares in the benefits of data collection and use. It is a community movement of hundreds of people from more than 60 countries working to create a fairer data future. The Data Values Manifesto lays out what changes are needed to create a fair data future.



The pitch

Data has the potential to drive huge progress in creating a more equitable world; however, ensuring that data processes benefit rather than harm people requires action by all. The Data Values Project provides the framework to guide and inspire the necessary action to create a fairer data future.

Key messages

- Data and technology hold enormous potential to benefit people, yet barriers and entrenched inequalities continue to hinder data's potential to improve lives.



Learn



Engage



Spark conversation



Measure progress

- The Data Values Manifesto is a five-point plan to change this and achieve a fair data future by changing how data is designed, collected, managed, used, and funded.
- Everyone everywhere has a role to play in achieving this vision. By joining the movement and becoming a champion for Data Values in your community, organization, or work, you can help create a fairer data future.

Glossary of terms

Conversations on data are laden with jargon and specialist terms that can be confusing, especially if English is not a first language. The Data Values team has put together a **Glossary** to explain in simple terms some of the Data Values Project concepts.

Introducing Data Values to a new audience or stakeholder

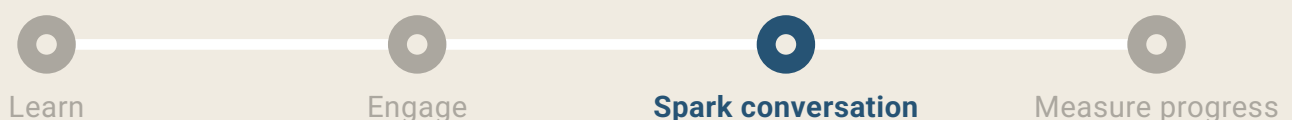
- Data Values can be a difficult topic to engage with if you are not familiar with data or data ethics, so think about your audience's priorities and why Data Values would appeal to them.
- There are a number of ways to introduce this topic to a colleague, including hosting a discussion or running a training session, either as a stand-alone session or in a team meeting.
- Data Values can also be included in sessions focusing on upskilling a team or as a part of training or a capacity development series.

Creating Data Values discussions or training sessions

The agenda for a basic introductory session about Data Values and the foundational Manifesto usually follows a common structure. You should allow one hour for this session.

Introduction to the Data Values Project

- What is the idea behind it, where did it come from, and what are its vision and objectives? Utilize **Asset 1** for this.



Introduction to the Manifesto

- What are the 5 key actions the project is calling for and why are they important? Utilize **Asset 1** for this.

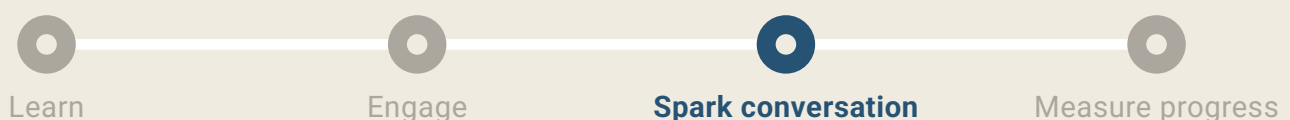
Explore the Data Values concepts and recommendations

- Break into small groups for discussion to delve deeper into the ideas and their relevance to your work.
- Utilize **Activity 1** below or the Data Values Card Game to explore the group's understanding of the Manifesto principles, why they are important, and why they are relevant to your work. This could focus on just one Manifesto recommendation or data topic, such as data governance or user engagement, or multiple topics.
- Utilize **Activity 2** to explore how other organizations have used Data Values in their work and what your project or organization could learn from their experiences.

From the Data Values team's own experience running workshops and training sessions, these questions can help unlock thinking about Data Values, even when people think they don't know a lot about the topic. These questions often get conversations flowing! They are useful in helping people understand how Data Values are grounded in the beliefs they already hold and the work they do and that there are further steps they can take. Conversation and sharing experiences makes training feel less formal and breaks down barriers between "experts" and people who don't think of themselves as "data people."

Action-focused portion

- Based on the exploratory discussion, brainstorm some actions that you and your organization could take on a single Manifesto recommendation or several of them.
- Set a next step or action to carry momentum forward. Follow-up actions could include:
 - Plan a session to discuss specifics about your work and implementing Data Values.



- Identify a smaller team to develop a roadmap for implementation in your team or organization.
- Identify a team to carry out a team or organizational assessment.
- Set up a session with the organization's leadership to discuss implementing Data Values.
- Commit to spreading the message and utilize your own training approach to train another team or organization you work with.
- Commit to developing an institutional strategy that lives up to the Data Values Manifesto, or focus on one approach, such as a user engagement strategy to increase data sharing, use, and transparency.

Things to consider when planning a Data Values training session

- *Who is taking part in the session?* Consider their motivations as well as what obstacles they may encounter at their jobs. Which aspects of the Manifesto will appeal most to them? Tailoring the content will help the organizer get the most out of a session, especially if short on time. For example, does their work involve more data collection or data sharing?
- *Think about the structure.* Consider breaking up the content into a few sessions to allow enough time to fully discuss and explore these complex topics. You could start with an introductory session on Data Values, followed by a session on applying the Manifesto to the project, or hold multiple sessions exploring different topics such as data governance, inclusive data collection, and data skills.
- *Build in time for reflection.* Think about how you or your organization have applied Data Values to your work and what the challenges and successes have been. Understanding where wins and difficulties have already been experienced can make implementing Data Values more successful in the future.



Photos: Page 1: Gorgev/Shutterstock.com. Page 2: fiskes/Shutterstock.com. Page 3: Navina Mutabazi, Data Values Advocate hosting a data skills and empowerment workshop with grassroots feminist organizations in Tanzania, 2024 © FemData Power Project/Dadas Rise Coalition. Page 4: Noor Santosian/Shutterstock.com. Page 7: Jono Erasmus/Shutterstock.com



Learn



Engage



Spark conversation



Measure progress

Activity 1: Questions to explore and discuss Data Values

Introductory discussion questions

1. How does the Manifesto resonate with your/your team's/your organization's mission? Which parts feel particularly aligned and which feel challenging?
2. How does your organization interact with data? Do you collect data? Analyze it? Use it? Publish it?
3. Do you have internal data strategies? Do these align to Data Values or might they require revision or shifts?
4. What would the "success" of the Data Values agenda mean or look like in your organization?
5. Who could or should be involved in decisions around data, both inside and outside of your organization?
6. Who is impacted by your organization's use of or work with data? How?
7. In what ways has your organization used data to help people? Has the organization used data in ways that may have negatively impacted people?
8. Where or how could you or your organization engage in the Data Values community?



Discussion questions for exploring the Manifesto

Each Manifesto recommendation has two sets of questions: exploratory and implementation focused. Exploratory questions are focused on better understanding the concept, while implementation questions look at how that work can be brought to life through actions.

1. Support people to shape how they are represented in data.

Exploration

- To me/us, having a say in data design and collection means...
- When have I/we thought about how I/we are represented in data?
- Can I/we share an example of how people can participate in how they are represented in data?
- If people do not have an opportunity to shape how they are represented in data, how might it affect them or their community?

Implementation

- How do I/we collect, use, or store data that impacts people?
- What are those impacts? Are they positive or negative? How am I/are we determining this?
- Who are the people affected by my/our data activities?
- What am I/are we doing currently to involve these groups in data collection?
- What more could I/we do to involve these groups?

2. Invest in public participation for accountability.

Exploration

- To me/us, being included in decisions around data use looks like...
- When, if ever, has participating in a data decision-making process felt meaningful? Why? Why not?

- Can I/we share a practical idea or example for how leaders can be held accountable for their actions regarding data use and reuse?

Implementation

- How am I/are we using or reusing personal data?
- How am I/are we engaging those whose data is being used and reused?
- Do those whose data is being used have pathways for accountability? What are they? If not, what could they be?

3. Democratize data skills for greater equality.

Exploration

- To me/us, widespread data confidence looks like...
- What data skills do I/we want to learn? Why?
- What are the barriers for me/us, my/our organization, or my/our community in gaining new data skills?

Implementation

- How have members of my community demonstrated their confidence to use data to further our goals?
- How can we make sure our team is aware of what data is available and how it might help them?
- What are my/our data skills, and how can I/we share them with others?

4. Create cultures of transparency, data sharing, and use.

Exploration

- To me/us, transparent and inclusive leadership around data looks like...
- Can I/we describe a time when I/we have seen data being used positively?
- What would make me/us trust a government organization with our data?

Implementation

- What data do I/we have that could be shared with others?
- How can I/we make my/our decision-making using data more transparent?
- How can I/we ensure my/our use of data is transparent and easy to understand by those whom it affects? How would I/we measure and monitor that?

5. Fund open and responsive data systems so that all people share the benefits of data.

Exploration

- To me/us, funding that enables open and responsive data systems looks like...
- What do I/we think is most urgent to fund?
- How would I/we convince a donor to invest in data?

Implementation

- What can I/we do to help influence further investment in data?
- How am I/are we furthering Data Values with the funds I/we have access to?

Activity 2: Explore how other organizations use Data Values

Many organizations are implementing Data Values through their work. The Data Values team has heard from the community that understanding how others are using Data Values can provide inspiration for action. Read these [Partner Journeys](#) or our [Data Values Voices](#), both of which offer examples of projects from across the Data Values community and each of the Manifesto recommendations. As an individual or in a group, reflect on one of those stories and discuss the following questions:



- Which Manifesto recommendation(s) did this organization or individual apply in their work?
- What actions did they undertake that implemented Data Values?
- What could they have done as a follow-up to further implement the Manifesto?
- Which of their actions could we replicate through our work?
- What do we find inspiring about what they have done?
- What obstacles would we have in implementing these actions at our organization?
- What would be our first action as a team to start implementing Data Values?

Activity 2



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