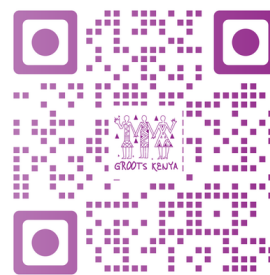


GLOBAL DATA FESTIVAL REPORT

OUR SESSIONS

Power in Your Palm: Turning Gender Data and Statistics into Real-Time Grassroots Action Through Inclusive Data

What's Not Counted Doesn't Count: Gender Data, AI Bias, and the Fight for Equitable Power.





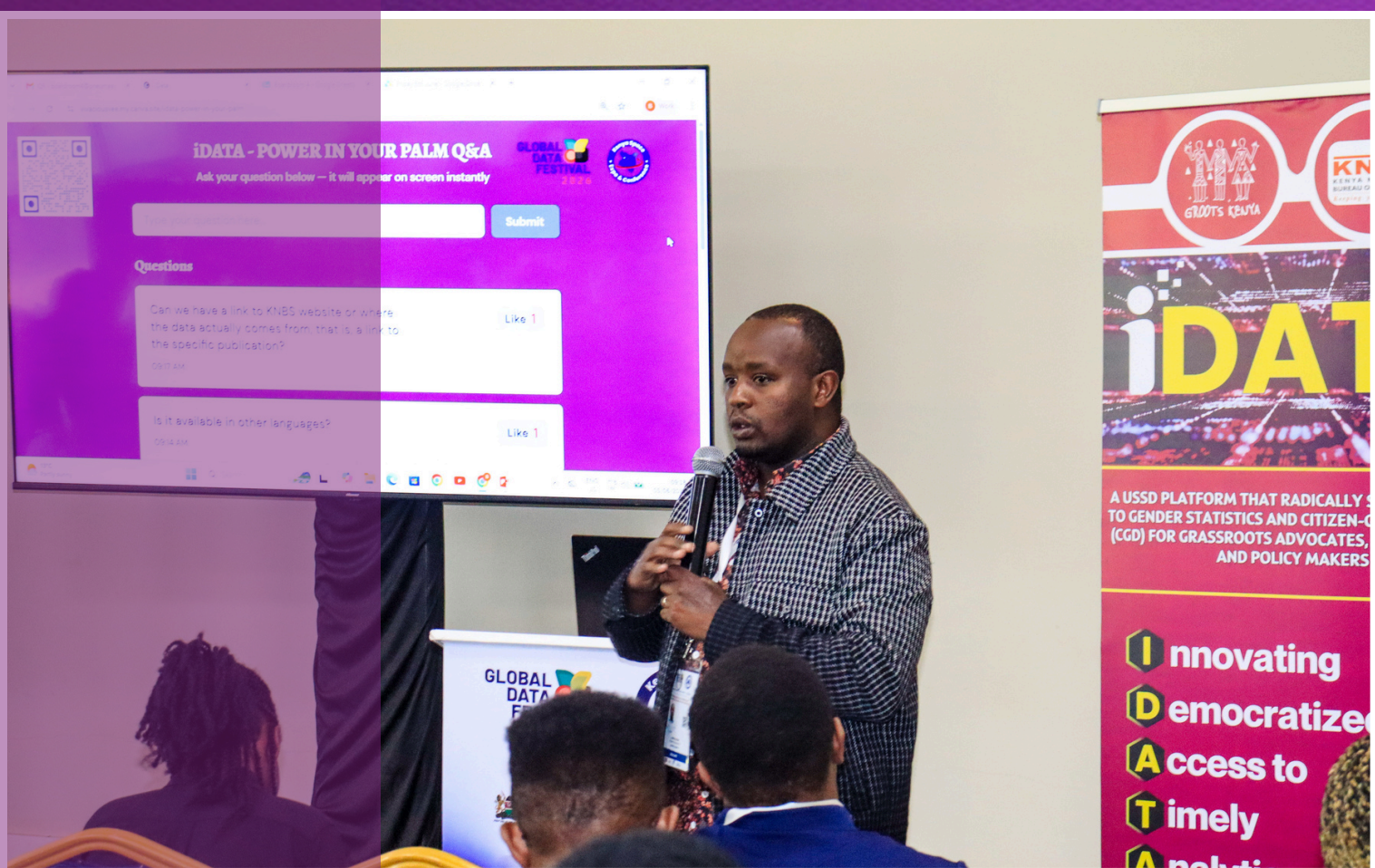
iDATA

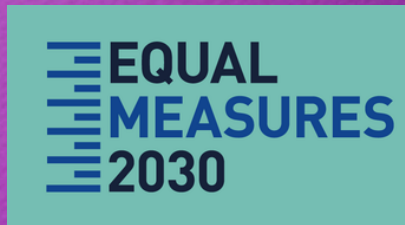
POWER IN YOUR PALM

What if grassroots women, youth leaders, and local decision-makers could access gender data instantly from their phones?

At the Global Data Festival 2026, GROOTS Kenya hosted Power in Your Palm: Turning Gender Data and Statistics into Real-Time Grassroots Action Through Inclusive Data, showcasing our innovative **iDATA (Innovating Democratized Access to Timely Analytics)** platform that transforms official statistics into an accessible, menu-driven mobile interface.

The platform is designed to bridge the gap between data production and data use by placing critical information directly in the hands of communities.





The highly interactive session brought together representatives from the Kenya National Bureau of Statistics (KNBS), PARIS21, the State Department for Gender and Affirmative Action, APHRC, Wangu Kanja Foundation, SDGs Kenya Forum, county governments, and grassroots women leaders from across Kenya. Participants engaged directly with the platform, explored its functionality, and shared valuable insights on how it can be strengthened.

The discussions reaffirmed the demand for accessible, localized, and actionable data. Recommendations included incorporating local language options, linking data to source documents, leveraging County Statistical Abstracts to provide more granular county-level information, and exploring opportunities to integrate citizen-generated data.



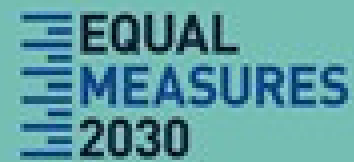
The positive reception of the platform reinforces our belief that data should not remain in reports and databases, it should be accessible, understandable, and actionable for the communities it seeks to serve. We look forward to continuing this journey with stakeholders as we further develop and validate the platform to ensure it meets the needs of both data producers and data users.





Gallery

WHAT'S NOT COUNTED DOESN'T COUNT: GENDER DATA, AI BIAS, AND THE FIGHT FOR EQUITABLE POWER



We are Equal Measures2030

A global coalition using data-driven advocacy to advance gender equality and accountability.



With GROOTS Kenya

A movement of grassroots women with three decades of experience in community-led data generation and citizen-generated evidence.

OUR FRAMING QUESTION

How do we ensure an equitable distribution of power in the age of AI and space-derived data?



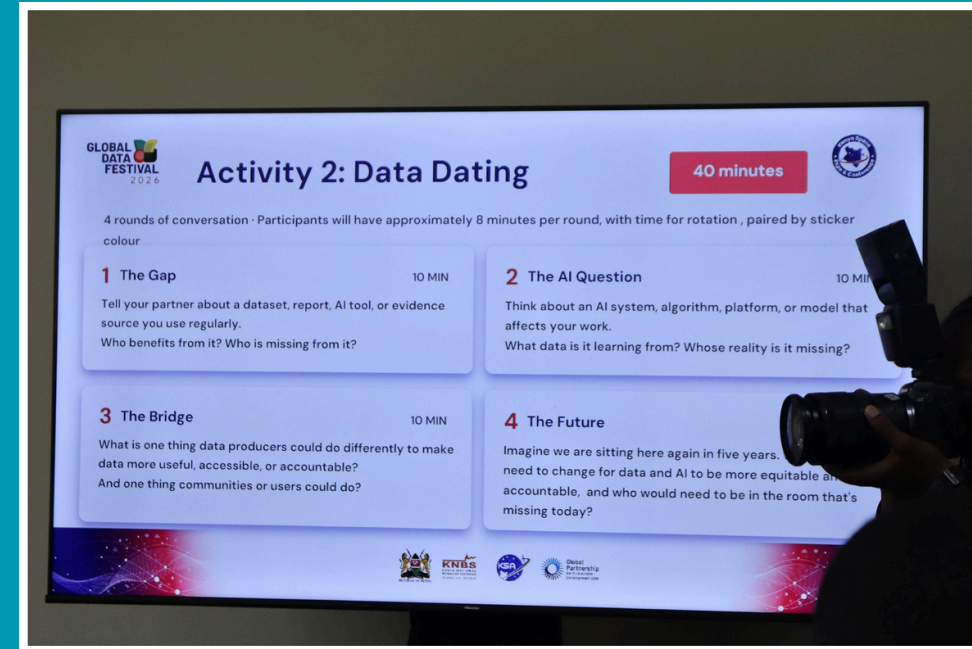
EQUAL
MEASURES
2030



As artificial intelligence increasingly shapes decision-making across sectors, the quality, accessibility, and inclusiveness of the data that powers these systems has never been more important.

GROOTS Kenya joined partners at the Global Data Festival 2026 for the session What's Not Counted Doesn't Count: Gender Data, AI Bias, and the Fight for Equitable Power, convened by Equal Measures 2030.

The session explored the growing challenges facing gender data systems globally, including shrinking investments in data production, increasing demand for evidence, and the risks of bias when AI systems rely on incomplete or exclusionary datasets.



A key takeaway was the need to bridge the gap between data producers and data users. Participants reflected that while data producers play a critical role in determining what data is collected, published, and accessible, data users depend on that information to drive advocacy, accountability, and decision-making.



The conversations reinforced a shared responsibility: producers can make data more open, accessible, and user-friendly, while users can help drive demand for more inclusive and responsive data systems.

We were encouraged by the strong commitments made by participants to publish and disseminate data more widely, engage communities as active partners in data processes, and strengthen access to evidence that supports more equitable outcomes for all.





The value of these exchanges was reflected in feedback from participants, including the **Director General of Statistics from Botswana**, who shared that although he arrived at the session tired at the end of a long day, he left feeling refreshed and energized after hearing directly from diverse data users and gaining a deeper appreciation of how data is used beyond the institutions that produce it.



Thank You