



GLOBAL 50/50 STRATEGY 2026–2029

**Measuring Power. Driving Accountability.
Fuelling the movement.**



Contents

How we're meeting today's challenges and advancing gender justice for all	3
Why accountability for gender justice matters now	5
Why Global 50/50, why now	6
How Global 50/50 drives change	8
Our evolution	10
Our track record	11
What we'll deliver	14
Pillar 1: Embedding accountability in institutions	16
Pillar 2: Shaping Narratives about Gender and Power	19
Pillar 3: Equipping the gender justice ecosystem	22
Delivery principles	25
Resource mobilisation	26
Expansion	27
Tracking impact	28
What success looks like	29

How we're meeting today's challenges and advancing gender justice for all

Panh-ô Kayapó, a voz da resistência
Brazil. 2025.
Ester Menezes

Since 2017, Global 50/50 (G5050) has become a globally recognised research and impact think tank advancing gender justice through evidence, accountability and engagement. We believe in building a world where people of all genders can live safely, participate equally and thrive, by changing the systems and norms that create inequality and limit opportunity.

Through evidence, analysis and engagement, G5050 seeks to ensure that institutions governing health, justice, economies and wider societies operate in ways that advance equity rather than entrench inequality.

Our independence and rigour mean we are trusted by governments, funders, academia and leading NGOs around the world. We bring together the credibility of academic research with the knowledge of how to deliver real change. At the same time, our independence allows us to continue pressing for gender justice even when the political climate makes it difficult.



Our work combines three complementary roles:



Technical authority

Independent, rigorous analysis that measures gender and other inequalities within institutions and systems.



Strategic ally

Providing movements, reformers and policymakers with data, tools and insights to strengthen accountability.



Movement catalyst

Strengthening the infrastructure and shared knowledge needed for the gender justice field to act collectively.

Today, gender justice is increasingly contested. Commitments to equality are being diluted, institutions are retreating from transparency, and actors working to advance rights face growing pressure.

In this environment, Global 50/50's role is not only to generate evidence, but to hold the line for accountability and continue pushing institutions toward gender justice and social justice more broadly, including equitable geographical representation – even when the political winds shift. **This makes our work more vital than ever.**

Why accountability for gender justice matters now

Across political, economic and institutional systems, pressures are emerging that threaten progress on gender and social justice while also creating new demand for credible evidence and accountability. Three dynamics shape this moment:

The political and institutional environment

- **Democratic backsliding and authoritarianism** are undermining gender equality gains and shrinking civic space.
- **Gender inequality remains embedded in the governance of global institutions**, including leadership structures, funding priorities and decision-making processes.
- **Corporate and economic power** increasingly shape policy environments, frequently without corresponding accountability for gender justice outcomes.

The limits of transparency alone

- **Transparency alone has not been enough to shift power.** While data has exposed inequalities, institutional incentives and governance norms have often been slow to change.

- **Gender equality commitments are disappearing** from public documents as is public reporting of institutional performance.
- **Institutions increasingly seek practical tools** to translate gender commitments into institutional reform.

The ecosystem and resource context

- **Fragmented knowledge and coordination** limit the effectiveness of the gender justice field, with many actors working in isolation.
- **Digital spaces are reshaping mobilisation and backlash**, enabling both new forms of activism and organised anti-gender movements.
- **Development assistance is contracting** in most sectors while philanthropic and institutional funding is becoming more competitive and more focused on demonstrable impact.

These trends reinforce the need to move beyond transparency towards embedding stronger systems of accountability.

Why Global 50/50, why now

As Global 50/50 approaches its tenth year, we face both challenge and opportunity.

Global 50/50's added value is derived through its emphasis on:

- ▶ Expertise - G5050 is led by and engages global gender experts in health, law and other sectors who pioneer rigorous methodologies with strong leadership backgrounds and ties to leading nonprofits, academics and research institutes.
- ▶ Independence - Anchored in scientific methods, and as a standalone non-profit, G5050 operates independently of the organisations it examines, with clear policies on ethics and conflict of interest.
- ▶ Accessibility - all evidence and information that G5050 generates is made available online in accessible, visually compelling and interactive ways to power stakeholders' use of the data in their own work and advocacy.
- ▶ Impact – G5050 has developed trusted relationships across multilaterals, governments, academia and civil society and demonstrated that transparency can drive institutional change.



Kurdish Women's struggle for peace and freedom
Diyarbakir, Turkey. 2025.
Mehmet Masum Suer

Despite a hostile environment, some policymakers and institutions continue to seek credible evidence, practical tools and safe spaces to help translate gender equality commitments into institutional practice. Global 50/50's reputation for independent analysis, rigorous methodology and constructive engagement positions us well to respond to this demand.

Vision

A world where gender justice is a lived reality for all.

Mission

Informs, inspires and incites action and accountability for gender justice through rigorous evidence, accountability and strengthening movements for change.



How Global 50/50 drives change

Gender inequality persists because power is unevenly distributed and accountability mechanisms are weak. G5050 intervenes through two reinforcing tracks: holding institutions to account, and equipping the gender justice movement to push for change.

THROUGH INSTITUTIONS Holding power to account

Measure Rigorous data on who holds power	Expose Public reporting institutions can't ignore	Standardise Benchmarks that define accountability	Reframe Inequality as power, not representation gaps	Shift incentives Create pressure and pathways to reform	Embed norms Accountability becomes institutional culture
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THROUGH MOVEMENTS Equipping others to push for change

Connect Bring reformers together across sectors	Resource Open-access tools, data and guidance	Coordinate Shared strategy across organisations	Counter Evidence against anti-gender narratives	Amplify Make reform visible and replicable	Sustain Infrastructure that outlasts political cycles
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TOWARDS LONG-TERM IMPACT

Gender justice in institutional culture | Equitable health systems | Just legal institutions
Feminist leadership as norm | Backlash resisted collectively | Sustained movement infrastructure

How Global 50/50 drives change: Inputs & Outcomes

Our roles and what we deliver

TECHNICAL AUTHORITY

Institutional track

- 8+ years of longitudinal data on 200+ global health organisations
- Inaugural dataset: 170 justice institutions
- Gendered Health Pathways: visualising health inequity across all countries, deployed in country-level engagement
- Dozens of peer-reviewed papers annually in BMJ, Lancet, PLOS

STRATEGIC ALLY

Both tracks

- Direct engagement with leadership of monitored institutions
- Accountability benchmarks and feminist leadership frameworks
- Country-level health policy analysis and technical input
- Evidence-based counter-narratives to anti-gender backlash
- Media reach from FT & NYT to Stylist

MOVEMENT CATALYST

Movement track

- Convenings co-hosted with UNFPA, UN Women, Chatham House and others
- Open-access digital hub connecting practitioners, researchers and funders
- This is Gender: visual storytelling as movement infrastructure, featured at Osaka Expo 2025 and The Guardian
- COVID-19 tracker: world's largest sex-disaggregated dataset

Outcomes of our work

Pillar 1: Institutional accountability

Institutional policies and practices promote, reinforce and govern gender justice through strengthened accountability

- Gender equality commitments publicly tracked and reported
- Measurable improvements in leadership diversity and workplace equity
- G5050 benchmarks referenced by 100+ organisations
- Law and justice institutions held to the same accountability standards as health organisations

Pillar 2: Shaping Narratives

Data, arguments and narratives shift understanding of gender inequality from representation gaps to structural drivers of power

- G5050 analysis cited in policy debates and reform processes
- Anti-gender narratives countered with evidence-based strategies
- Workplace inequity understood as health inequity — and vice versa
- Framing of gender justice shifted in global discourse

Pillar 3: Equipping the ecosystem

Organisations, movements and allies use shared infrastructure to coordinate, align priorities and take collective action

- Reformers connected to tools & resources and through trusted, peer networks
- Cross-sector alliances built and sustained across regions
- Movement actors equipped to sustain progress beyond G5050's direct involvement

This is G5050's newest area of work, with infrastructure being built deliberately and in partnership.

Our evolution

The 2026–2028 strategy builds on this foundation while responding to a changing global landscape.

We are evolving:

- From health to interconnected systems
- From transparency alone to embedded accountability
- From isolated reports to continuous analysis and tools
- From measuring representation to shifting power

Anyone can fly
Horipur, Kushtia, Bangladesh. 2019.
Jibon Malaker



Our track record

Over the past decade, Global 50/50 has established itself as a leading independent voice on gender justice and other features of equity and equality in global health institutions.

Our annual reports and Gender and Health Index track the policies and practices of 200 organisations, providing one of the most comprehensive assessments of gender equality, including how gender intersects with geographical and nationality representation, across the global health sector, and have become widely recognised tools for institutional accountability. This work has helped strengthen transparency and accountability across institutions. Many organisations have attributed their own improvements to G5050 evidence and advocacy.



Global 50/50 has helped to strengthen our organisation and inspire my own voice and personal engagement on these issues... There's nothing like some directed self-reflection, leavened by a sense of competition, to change behaviors.

Karl Hofmann, President & CEO, PSI

OUR TRACK RECORD

Polymakers, multilaterals and civil society organisations use Global 50/50's analysis to inform policy debates and institutional reform. Similar work has recently begun in the global law and justice sector, where G5050 has produced an inaugural assessment of gender equality and geographical/nationality representation in institutions shaping global legal systems. Early engagement around the report has already prompted policy change in at least one organisation.

Through this rigorous analysis of hundreds of institutions, Global 50/50 has brought global attention to inequities in leadership—highlighting how gender and geographic imbalances perpetuate concentrations of power and influence across global governance.

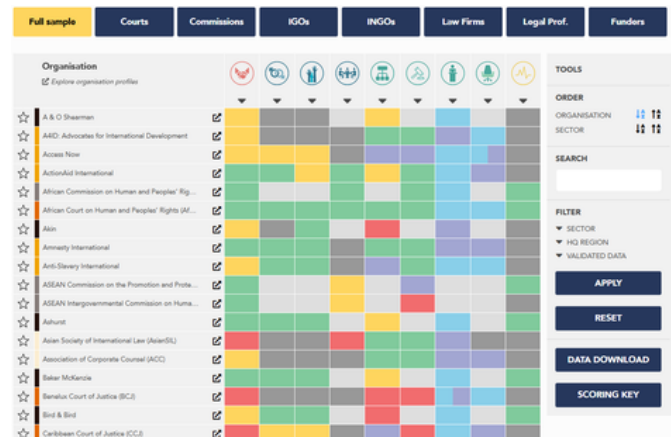


The Global Health 50/50 report is considered by the Gates Foundation's Gender Equality Division to be among the most impactful funded assets and reports in their grant portfolio.

The Gates Foundation



Gender & Health Index



Gender & Justice Index

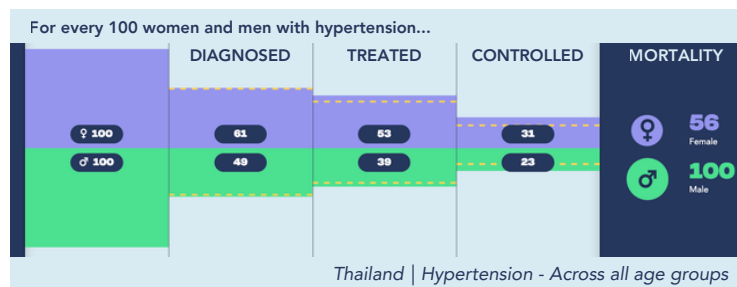
OUR TRACK RECORD

Alongside monitoring institutions, G5050 has developed innovative tools that illuminate structural inequalities in health outcomes. Our Gendered Health Pathways platform visualises how gender shapes health outcomes across the full care pathway—from risk exposure to treatment and outcomes—helping policymakers identify where targeted interventions are most needed to deliver health equity.

This was borne from our approach in building our COVID-19 data tracker in 2020, which became the world's largest source of sex-disaggregated data on COVID-19, averaging 10,000+ monthly visits and fed multiple UN agency dashboards.

Through This is Gender, our global visual storytelling initiative, we connect research and public engagement to challenge dominant narratives and bring gender analysis to wider audiences.

Together, these initiatives reflect a core insight: Evidence matters—but evidence alone does not drive change. Sustained progress requires evidence, institutional engagement, leadership and collective action.



THE SEX, GENDER AND COVID-19 PROJECT

GLOBAL 50/50 ICRW World Population and Health Research Center

Sex, Gender & COVID-19 | The COVID-19 Sex-Disaggregated Data Tracker | The COVID-19 Health Policy Portal | Resources | About Us | [Share Data](#)

The Sex, Gender and COVID-19 Project

Tracking differences in COVID-19 infection, illness and death among women and men and producing the world's largest analysis of sex and gender in national COVID-19 health policies

The COVID-19 Sex-Disaggregated Data Tracker is the world's largest database of sex-disaggregated data on COVID-19. It is accompanied by the Sex, Gender and COVID-19 Health Policy Portal, the most comprehensive analysis of the integration of sex and gender in national COVID-19 health policies. Together, the tracker and portal provide a rich source of evidence on the equity and effectiveness of national governments pandemic responses, and provide open-access data for policy makers, researchers and advocates across the globe to utilise in pushing for more equitable, gender-responsive pandemic recoveries.

GLOBAL 50/50

HOME ABOUT US COLLECTION STORIES REPRESENTATION MATTERS CONTACT US

THIS IS GENDER

A global visual storytelling initiative mobilising imagery to reimagine gender justice.

[EXPLORE THE COLLECTION](#)

What we'll deliver

Global 50/50 will focus on three mutually reinforcing pillars:

1

Embedding accountability in institutions

Outcome: Institutional policies and practices across sectors serve to promote, reinforce, and govern gender justice through strengthened accountability.

2

Shaping narratives about gender and power

Outcome: Data, arguments, and narratives shift public and political understanding of gender inequality from representation gaps alone to structural drivers of power and exclusion.

3

Equipping the gender justice ecosystem

Outcome: A more coordinated and strategically connected gender justice ecosystem capable of collective action.

Each pillar consists of three workstreams that build on our existing programmes while identifying areas for exploration and partnership, with some already underway and others to be piloted or developed collaboratively as opportunities emerge.

WHAT WE'LL DELIVER

PILLARS		WORKSTREAMS		
1	Embedding Accountability in Institutions	Monitoring global health and justice organisation 	Policy Engagement 	Equity and Power Analysis 
2	Shaping Narratives about Gender and Power	Narratives from evidence 	Strategic Media and Thought Leadership 	This is Gender 
3	Equipping the Gender Justice Ecosystem	Public Digital Hub 	Confidential Community Spaces 	Tools and Accountability Resources 

Key – our role:  Technical authority  Strategic ally  Movement catalyst



Embedding accountability in institutions

Outcome: Institutional policies and practices across sectors serve to promote, reinforce, and govern gender justice through strengthened accountability.

Global 50/50's core contribution lies in strengthening institutional accountability. Over the past decade, our monitoring of global health institutions has demonstrated that systematic analysis combined with advocacy and direct engagement with leadership and staff can shift institutional behaviour. Over the next three years, we will deepen our monitoring and engagement while developing standards and tools for reform.

1 Embedding accountability in institutions

Monitoring global health and law/justice organisations

G5050 will continue monitoring gender equality and deeper analysis of who holds power in global health organisations while strengthening engagement with institutions to support governance reform, workplace equity and leadership diversity.

G5050 will build on the findings of our inaugural analysis of gender equality and intersectoral inequalities of power in institutions shaping global legal systems. This work will also lay the foundation for a follow-up global assessment building on the baseline analysis.

Building on our global work, G5050 will explore collaborations that apply our organisational assessment methodology at country level. We will also conduct equity-focused analyses to national health laws and policies, enabling policymakers to identify where targeted interventions can accelerate progress.

In addition, G5050 will develop practical benchmarks and standards for institutional gender accountability. Building on existing governance frameworks and our monitoring tools, we will work with partners to synthesise indicators and guidance that help organisations translate gender equality commitments into leadership practices, policies and accountability mechanisms.

The 2025 annual global health report, [Holding the Line](#), found a measurable decline in public commitments and policies for gender equality, fairness, and equity for the first time since reporting began. The 2027 report will mark 10 years and present data, progress, insights from a decade of monitoring 200 organisations.



“Policies we now have simply wouldn’t exist without your benchmarking — menopause, menstruation, abortion. You held up a mirror, and we acted.”

**Alvaro Bermejo, Director-General,
International Planned Parenthood
Federation**

1 Embedding accountability in institutions

Policy Engagement

G5050 will engage with multilaterals, governments and funders to support adoption of accountability standards and strengthen gender equality governance frameworks. Building on our evidence and analysis, we will contribute policy briefings, technical inputs and advisory support to institutional reform processes. This may also include targeted briefings or learning sessions to support governance reforms, for example on institutional approaches to preventing and addressing sexual harassment. Through our research, convening activities and partnerships, we will highlight practical pathways for embedding gender accountability within governance systems.

Access w banking. Lagos, Nigeria. 2023. Aderemi Davies



Equity and Power Analysis

Global 50/50's institutional reviews will incorporate deeper analysis of intersectional power dynamics and the promotion of feminist leadership principles. This will include examining how gender intersects with other dimensions of inequality in leadership, governance and workplace policies, and assessing whether institutional cultures and decision-making structures enable equitable participation and accountability. These insights will inform Global 50/50's analytical frameworks and help identify practical pathways for strengthening inclusive and equitable leadership within institutions.

We will also expand Gendered Health Pathways, our data visualisation tool presenting health inequity gaps (by sex, age and geography) along a pathway from risk exposure to health seeking, service access and morbidity and mortality. The tool offers evidence for effective interventions to close the gaps. We plan to expand the tool to the national level, to incorporate additional conditions, and to include other equity measures as sub/nationally appropriate (e.g. class, race, caste, disability, etc.).

G5050 is working with partners to advance a new framework to translate feminist principles into measurable practice, helping organisations live the values they espouse. Our goal is to build an evidence base and suite of tools for translating feminist principles into measurable policies and practices that make organisations stronger, more just, and more effective.



Shaping Narratives about Gender and Power

Outcome: Data, arguments, and narratives shift public and political understanding of gender inequality from representation gaps alone to structural drivers of power and exclusion.

Narratives shape political priorities. Data alone cannot transform systems. Global 50/50 will strengthen its role in shaping how gender inequality is understood and debated across policy, media and public discourse so that the structural drivers of inequality are named clearly and institutions are pushed to change.

2 Shaping Narratives about Gender and Power

Unveiling the Illusion: Chutni Mahato's Defiance.
Jharkhand, India. 2025. Haider Khan

Narratives from Evidence

G5050 will translate institutional analysis into narratives that illuminate how power operates in practice. Drawing on research, institutional case studies and lived experiences within organisations, we will highlight the human and organisational dynamics that shape gender equality outcomes.

G5050 will translate technical analysis into accessible insights for policymakers, advocates and the public. This will include producing concise policy briefs, explanatory analyses and visual resources that distil key findings from our research and institutional monitoring.

These insights will inform our convening activities and support dialogue among policymakers, practitioners and advocates working to strengthen gender accountability.



Strategic Media and Thought Leadership

Through digital presence, commentary, speaking, and media engagement, G5050 will strengthen its role as a global voice on gender justice accountability, including by creating platforms for the next generation of feminist researchers, artists, and advocates from around the world. A new proposed digital hub will further enable Global 50/50 to broadcast insights, commentary, and resources across the gender justice ecosystem and amplify the analysis, tools, and strategies emerging from communities, movements, and researchers globally.

G5050 team members published dozens of articles and commentaries in peer-reviewed publications in 2025, including in BMJ, the Lancet, and PLOS, and was covered in a range of global media from the Stylist to the Financial Times. G5050 will continue to deepen its relationship with media and academic publishers to disseminate evidence and ideas advancing gender justice.

2 Shaping Narratives about Gender and Power

This is Gender

Through our visual storytelling initiative, This is Gender, we have collected and curated hundreds of images produced by artists around the world exploring the concept of gender in their communities. We will grow This is Gender as a flagship platform linking feminist analysis with public engagement and using evidence as a catalyst for creative activism. Through global photography competitions, exhibitions, and a growing visual archive, the initiative challenges stereotypes, reveals how gender norms shape institutions and daily life, and galvanises the artists, advocates, and communities driving change toward gender equality.

In glitter
Ibadan, Nigeria. 2024.
Mayowa Oyewale



This is Gender has been featured in international forums in 2025, including at the ReCon in Kathmandu and at the Osaka Expo 2025, in the media, including The Guardian, and art magazines, such as The Royal Society of Arts Journal.

We are moving forward with a regional curator model and pursuing interest expressed by partners in commissioned competitions.



Equipping the gender justice ecosystem

Outcome: Organizations, movements, and allies use G5050's shared infrastructure and resources to coordinate across sectors, align priorities, and take joint accountability actions amplifying impact.

Actors working for gender justice often operate in isolation. Opportunities for collaboration and shared learning remain limited. G5050 will strengthen the infrastructure that enables the field to act collectively.

3 Equipping the gender justice ecosystem

Public Digital Hub

G5050 is exploring the feasibility of a living, global digital open-access hub that supports evidence uptake, strengthens alliances and accelerates collective action across the gender justice field. The Hub would evolve from Global 50/50's existing communications channels into a broader digital infrastructure connecting practitioners, researchers, advocates and policymakers. For many actors, it would serve as a gateway into the wider gender justice ecosystem.

The platform would offer curated resources and opportunities across the field, including jobs and fellowships, grants and funding opportunities, research reports and toolkits, narrative guidance and messaging playbooks, and global and regional events. It would also host discussion papers, action briefs and insights emerging from G5050 convenings. It would allow users to navigate evidence, resources and emerging debates more easily, strengthening the field's collective capacity to respond to challenges and opportunities.



Destroy the patriarchy not the planet
Brighton, UK, 2023.
Hannah Shillito

Tools and Accountability Resources

G5050 will develop practical guides, datasets and reform tools to help institutions implement gender accountability. We will also invest in digital infrastructure and emerging technologies to strengthen accountability tools and improve access to gender data.

G5050 currently houses a global [Workplace Policy Repository and Tools for Change](#), each with hundreds of resources for actors interested in global norms and good practice on issues monitored by G5050. We will continue to add to and curate such resources.

Empowered wheels: innovation that embraces everyone
Metro Manila, Philippines. 2025.
Luciano Santiago Abadis



3 Equipping the gender justice ecosystem

Strategic Spaces and Dialogues

G5050 will facilitate trusted peer networks that enable reformers and leaders to exchange insights, share political intelligence and coordinate responses to emerging challenges. These confidential spaces will support sustained dialogue and collaboration among actors working to advance gender justice in complex and contested environments.

Alongside these networks, G5050 Convene will bring together policymakers, activists, researchers and funders to share evidence, build alliances and develop collective strategies. Initiatives such as **G5050 In Dialogue** will create space for public engagement, cross-sector dialogue and coordinated responses to emerging political and policy challenges.

Since 2025, we have been expanding our convening role and bringing together high-level leaders, movements, and institutions to have critical conversations on pro-gender justice movements, interrogate backlash and build collective strategies. With partners, such as UNFPA, UN Women, WomenLift, ICRW, CREA, the Lancet, and Chatham House, we've co-hosted dialogues on the margins of Commission on the Status of Women, UN General Assembly, World Health Summit, World Health Assembly, and more. In 2026, we have several public and closed events planned as part of the **G5050 In Dialogue** series.



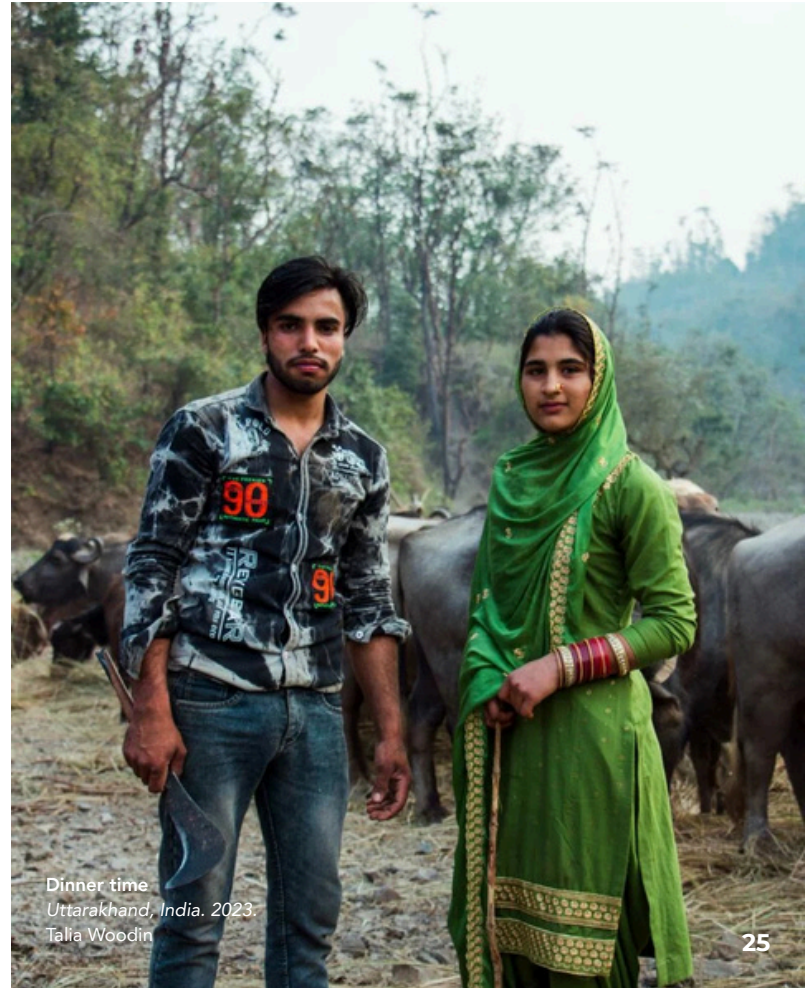
Delivery principles

G5050 is a small and agile organisation. Our strategy emphasises focus and partnerships.

We will:

- ▶ Build on existing strengths
- ▶ Prioritise depth over breadth
- ▶ Expand through partnerships rather than headcount
- ▶ Pilot innovations before scaling
- ▶ Invest in durable infrastructure rather than short-term campaigns

We will pursue this strategy at a scale proportionate to our resources, prioritising coherence, quality and influence over rapid expansion.



Dinner time
Uttarakhand, India, 2023.
Talia Woodin

Resource mobilisation

Securing diversified and sustainable funding is a strategic priority for G5050. We are actively exploring new funding pathways that support the organisation's long-term sustainability. This includes expanding engagement with philanthropic networks in Asia and Europe, developing regionally relevant partnerships and piloting new products and platforms that may attract donor interest. Initiatives such as the digital hub, expanded analytical products and strategic convenings are being tested in 2026 both for their programmatic value and their potential to mobilise new resources. To support this effort, G5050 has recently strengthened its fundraising capacity and will continue to refine its resource mobilisation strategy as these initiatives evolve.

The resourcing requirements for this strategy have been mapped and are currently being finalised. We welcome conversations with prospective funders about core funding, specific workstreams and partnership opportunities.

If fishes could talk
Osogbo, Nigeria. 2023.
David Olayide



Expansion

Global 50/50's work will evolve through a phased approach:

PHASE 1 – 2026

Exploration and pilot development

PHASE 2 – 2027

Selective expansion and partnership growth

PHASE 3 – 2028-9

Institutional embedding and scaling through alliances



The real hero
Indonesia. 2019. Dikye Ariani

Tracking impact

G5050 tracks the influence of its work through a combination of quantitative indicators and qualitative evidence. We monitor how our research, analysis and convening activities shape policy debates, institutional practices and public narratives. This includes tracking citations of our work in policy and media, references in institutional strategies, uptake of our analytical tools and frameworks, and partnerships or collaborations arising from our convenings. We also monitor examples of institutional change influenced by our work, such as reforms in governance practices, leadership commitments or policy approaches.

Alongside these indicators, we document case studies and testimonials that illustrate how Global 50/50's work contributes to strengthening gender accountability across systems. A brief quarterly impact update will summarise key developments, including evidence of institutional reform, use of G5050 tools and datasets, and emerging collaborations across the gender justice ecosystem. Insights from this monitoring will inform organisational learning and help G5050 adapt its strategy over time.



Action activism
El Alto, Bolivia. 2024.
Miles Astray

What success looks like

By 2029, Global 50/50 aims to achieve:



Gender accountability standards adopted or referenced by major institutions, driving progress among major institutions



Greater use of G5050 analysis in policy debates and institutional reform informing more gender-responsive policy and institutional reform



Digital platform recognised as a trusted resource across gender justice ecosystem



Expanded partnerships across regions and sectors strengthen the gender justice ecosystem



Demonstrable institutional reforms for more gender-responsive and equitable workplaces influenced by Global 50/50's work

Through this strategy Global 50/50 will continue its core mission:
Measuring power. Driving accountability. Advancing gender justice.



For more information about our strategy contact: info@global5050.org