

Reflection from Katja Iversen, President/CEO

By any standards, the Women Deliver 2016 Global Conference was a smashing success. The overwhelming takeaway from attendees was that they left better informed, positive about progress made (albeit too slowly) and inspired to take action on behalf of girls and women in future. Many attendees felt that the conference put advocates on the right path as the world begins implementing the Sustainable Development Goals.

We were a diverse group at the conference, representing different industries, different issues, different geographical regions, and different ages (20% of attendees were young people). We also came from different vantage points: the private sector, academia, government, health services, media, UN agencies, and non-governmental organizations. The number of unique organizations at the conference surpassed 2,500. Many of us felt overwhelmed by the sheer volume of challenges facing girls and women, and we didn't agree on every issue. But what we did agree on is that girls and women are the drivers of development. Investing in them not only benefits individuals, but creates a ripple effect that powers progress for all.

This is why the Women Deliver conferences are so important. They provide the time and space for us to come together and find commonalities. The international community will never achieve the Sustainable Development Goals or significant progress for girls and women unless we work collaboratively across sectors and issues. Sliced and diced we are less powerful; our voices weaker. We needed the Women Deliver 2016 Global Conference to connect, explore, learn from each other, network, and think outside of the box. We needed to move out of our comfort zones. And we needed this global stage — which convened more than 5,759 people and generated a billion media impressions — and ensured that decision makers saw that there is a large and powerful constituency working for girls and women.

We like to think of Women Deliver conferences as fueling stations, where attendees draw new energy and check their long-held assumptions before returning home to do the hard work. Already we are seeing evidence that this work is happening. Only weeks after the conference, attendees were meeting in their home countries to discuss how to go forth collaboratively to influence country plans. We know that change is difficult and takes time, but it is certainly possible. One year from now, we will survey attendees to see what they've accomplished so far. It truly is an exciting time.

At Women Deliver, we also are moving forward. To build on conference momentum, we are:

- 1. Producing a panorama of solutions that were presented the conference replicable programs and idea starters for professionals in global development
- 2. Posting materials, research, editorials, and multimedia tools to broadcast messages of the conference far and wide
- 3. Rolling out the Deliver for Good campaign, a global push that applies a gender lens to the Sustainable Development Goals and promotes 12 critical investments — political, programmatic, and financial — in girls and women to power progress for all
- **4.** Exploring how to make the next conference even more action-oriented and accessible to even more people virtually (Please see the last section of this report for more details.)

Our deepest thanks and appreciation, not least to the visionary behind Women Deliver, Founder and President Emeritus, Jill Sheffield. Since 2007, the groundbreaking Women Deliver conferences have united the development community, brought light to the most pressing issues affecting girls and women, and altered the course of our collective future.

Katja and Team

"WD2016 was defining and disruptive. At the opening plenary, I felt like I was surrounded by thousands of individuals with little candles of passion in their hearts to make a change for women and girls. As I headed home. I had no doubt that these candles had cometogethertoform a fiery fireball with a promise to deliver for girls/women."

- Conference Attendee



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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

participants from 159 countries

81% of attendees had never attended a WomenDeliver conference



OF RESPONDENTS TO
A POST-CONFERENCE
SURVEY SAID THEY
WOULD TAKE ONE OR
MORE ACTIONS AS A
RESULT OF ATTENDING
THE CONFERENCE



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



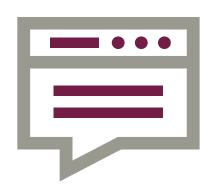
MORE THAN

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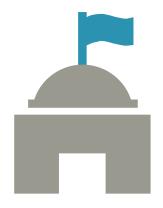


More than 34 ministerial representatives from 32 countries participated in the Ministers' Forum

More than 700 people from 117 countries participated in the 8 regional caucuses



The Women Deliver 2016 Conference generated **1,195** original stories, blog posts and op-eds in **20** languages across **72** countries and **6** continents



85 parliamentary representatives from **54** countries participated in the Parliamentarians' Forum



Tweets from the conference reached 67 million unique Twitter accounts and generated 1.8 billion Twitter impressions

Evaluation Context and Methodology

The 4th Women Deliver Conference was held in Copenhagen, Denmark from May 16-19, 2016. Women Deliver conferences, first convened in London in 2007, are held every three years to measure progress and to scan the globe for new solutions, research, and proven approaches. Each time, the Women Deliver conference has grown in size and in scope. This year 5,759 individuals met over 3.5 days, making it the largest conference to focus on gender equality and the health, rights, and wellbeing of girls and women in the past decade.

2016 was an especially opportune time for the conference as the Sustainable Development Goals had gone into effect only a few months before. The theme of the conference was: how to implement the SDGs so they matter most for girls and women. The plenary and concurrent sessions all focused around 12 key investments (Table 1) that will power progress – not only for girls and women themselves, but for all.

The objectives of the conference were:

- 1. Provide 5,000–6,000 decision makers, influencers, implementers, researchers, advocates, and private sector representatives from about 150 countries with the evidence, advocacy tools, knowledge, strategies, and opportunities to enhance networks and partnerships to make progress on the 12 impact investments that countries need to focus on to ignite the biggest drivers of development girls and women.
- Increase global awareness on how girls and women are transformative drivers of development through a robust media strategy, social media campaign, and virtual conference.
- **3.** Increase the visibility, participation, and voice of young people to build momentum around key issues that affect them.
- 4. Engage diverse sectors with tailored programmatic content—especially human rights, education, environment, economic empowerment, genderbased violence, and education—to encourage cross-fertilization of knowledge, to keep gender in the forefront, and to inspire collaboration with implementation of the SDGs.
- **5.** Influence decision makers multilaterals, country-level policymakers, private sector representatives to direct resources into implementing the SDGs so they matter most for girls and women.

Women Deliver started working on the conference in 2014 and in December, met with more than twenty experts to discuss how to structure the 4th global conference for maximum impact. Women Deliver was encouraged to focus on the implementation of the SDGs, on collaboration among sectors, and on a new narrative that demonstrates girls and women as drivers of development. A key concern was that the 2016 conference would attract the same group of constituents and, in effect, "preach to the choir." However, this was not the case in 2016: 81% of the attendees had never been to a Women Deliver conference and spanned a wide range of sectors and issue areas.

TABLE 1: CONFERENCE TOPICS: VEY INVESTMENTS

Invest in the health and wellbeing of girls and women

- 1. Improve maternal and newborn health and nutrition
- Meet the demand for modern contraception and reproductive health
- 3. Respect, protect, and fulfills exual health and rights
- **4.** Ensure access to comprehensive health services
- 5. Dramaticallyreducegender-based violence and harmful practices

Invest in girls' and women's equality and participation

- 6. Ensure equitable and quality education at all levels
- Boost women's economic empowerment
- 8. Strengthen women's political participationanddecision-making power
- Accelerate access to resources land, clean energy, water, and sanitation
- 10. Invest in women to tackle climate changeandconservetheenvironment

Invest in action and accountability

- 11. Improvedataandaccountabilityfor girls and women
- **12.** Build sustainable financing and partnerships for girls and women

Over the course of 18 months, Women Deliver worked with hundreds of partners to plan the conference, reach out to new sectors, and ensure that each programmatic session was focused on solutions. Many of these solutions will be highlighted in a post-conference publication — *Solutions Panorama* — to be used as a resource for others in international development. At the conference, there were special meetings of young people, the private sector, Parliamentarians, and Ministers to set the foundation for partnership and follow-up. On Thursday morning, the final day of the conference, Women Deliver and Path convened eight regional caucuses to encourage collaboration and knowledge sharing among attendees facing similar challenges in their part of the world. To engage journalists pre- and post- conference, media training was conducted by Thomson Reuters, the Population Reference Bureau, and Devex. And during the conference, Women Deliver and partners launched the Deliver for Good, a global campaign that applies a gender lens to the SDGs and promotes 12 critical investments in girls and women to power progress for all.

This evaluation is just the beginning of assessing how the conference met its objectives. It is a compilation of statistics gleaned from the registration system, session summaries, media analysis, and feedback from our advisory group. It also includes results of an online survey that was sent to all attendees. The survey had a response rate of 30% – much higher than the industry standard of 5-10%. Survey questions allowed open-ended comments and many attendees took the time to provide thoughtful and helpful suggestions. The number of responses were both flattering and humbling.

The question remains: what will happen in the future? Nearly everyone who responded to the prompt on future activities said they plan to take action as a result of attending the conference. Women Deliver will re-survey attendees in 2017 to find out exactly what they accomplished. In the meantime, we will track activities and coverage of conference core issues. Already several country delegations have met – after using Women Deliver as a launching pad. In addition, over 600 individuals and 160 organizations have signed onto the Deliver for Good campaign. All of these activities signal even more progress to come.

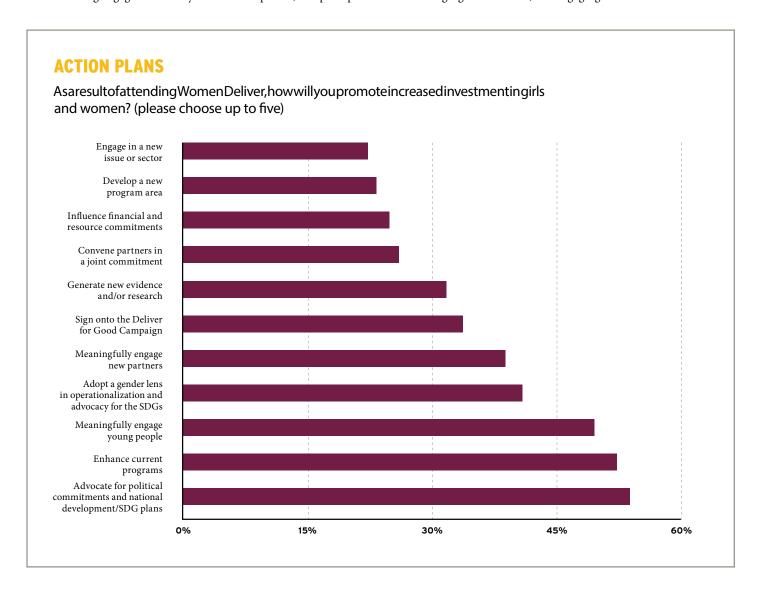


Patron of the Women Deliver 2016 Conference, Her Royal Highness Crown Princess Mary of Denmark with some of the Women Deliver Young Leaders

Impact: Did the Conference Deliver?

Yes!

More than 97% of the respondents to a post-conference survey said they would take one or more actions as a result of having attended the conference. Most said that they would advocate for political commitments and national development plans to recognize and support girls and women as the drivers of sustainable development and powerful agents of change. This was followed by committing to enhance current programs and increasing engagement with youth. Least reported, and perhaps the most challenging for attendees, was engaging in a new issue or sector.



Attendee Commitments:

"Continue to increase my knowledge and become more involved with the issues presented at this conference. Teach my daughters about these issues to increase their limited American understanding of what issues women and girls are facing elsewhere in the world."

"Try to generate specific data that can create a more hands on data revolution."

"It cemented in my mind the need for development efforts to be centered around women and girls. They are the key to progress. They cannot simply be a part of it, they must be the focus of development. I am a graduate student, so it solidified the trajectory of my career."

"My plan is to register an organization that will engage in projects to empower girls and young women in rural areas with a focus on comprehensive sexuality education, mentoring and providing economic opportunities to assist them thrive so they could reach their full potential."

"We came with the delegation of Asian female parliamentarians and the take away from the conference was tremendous. They all took extra copies of the "Deliver for Good" campaign to share with their fellow parliamentarians back home. Some also made the pledge to bring the SDG awareness from national to the local level of governments. Whilst this will take time, the conference really sparked something among the MPs."

"We came back to our activism in eastern and southern Africa clear that without gender equality there will never be universal access to sexual and reproductive health and rights, and that without universal access to SRHR there can never be full gender equality."

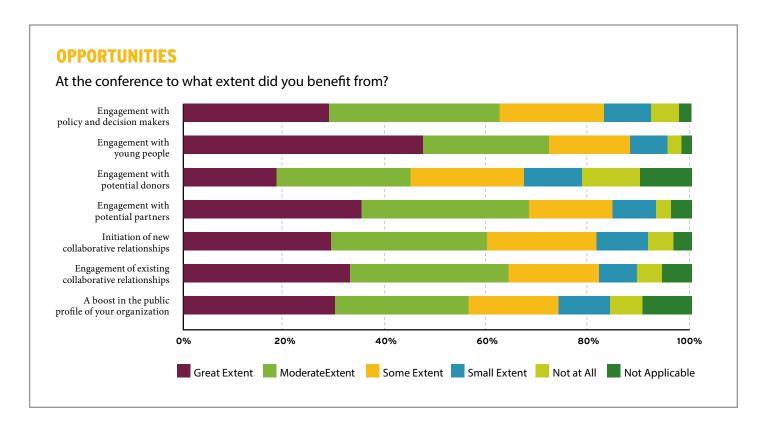
"After the conference in Copenhagen, I revisited the mission statement of my life which is to create a country where every girl, every woman with or without disability experience equal rights and opportunity. To achieve this, I am going to promote girls and women's rights, health and wellbeing with specific focus on ending child marriage."

97%

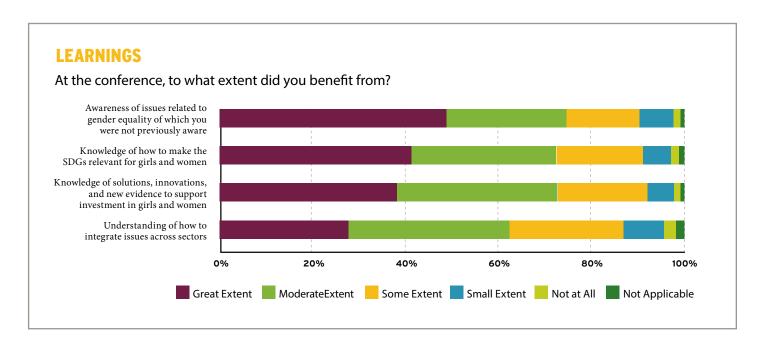
OF RESPONDENTS TO A POST-CONFERENCE SURVEY SAID THEY WOULD **TAKE ONE OR MORE ACTIONS** AS A RESULT OF ATTENDING THE CONFERENCE "Working in climate change I didn't know how relevant the conference would be to me, but I walked away with a renewed vigor in my work to stop the climate crisis so the nearly 6,000 people in the room would have an easier time accomplishing their work."

- Conference Attendee

When asked about how they benefited from the conference, more than 70% of respondents chose engagement with young people. Nearly as many said they appreciated the opportunity to engage with potential partners. Networking was the number one reason registrants said they attended the Women Deliver 2016 Conference and in their written comments, many attendees asked for even more structured networking opportunities.



Survey respondents gave high marks to the acquisition of new awareness, knowledge, and understanding as a result of attending the conference. More than 60% said they had benefited from discussions on how to integrate across sectors.



Conference Report Card

Attendees who responded to the online survey gave the conference extremely high marks. Some ratings of the individual components were surprising. For example, despite the low attendance at Speakers Corner, 64% of those who sat in on one or more sessions said the sessions were "excellent" or "very good." This suggests that Women Deliver should reconsider the placement of Speakers' Corner, both within the program and within the venue. Appy Hour, a new addition in 2016, also encountered physical limitations. Although the event was extremely well-attended, the large number of people within a small space hindered access to the mobile app developers themselves.

By and large, the most frequent criticism of the conference was "too many offerings / too many choices." This is a comment repeated at every conference as organizers attempt to offer a multitude of topics and activities within a three-and-a-half-day program.

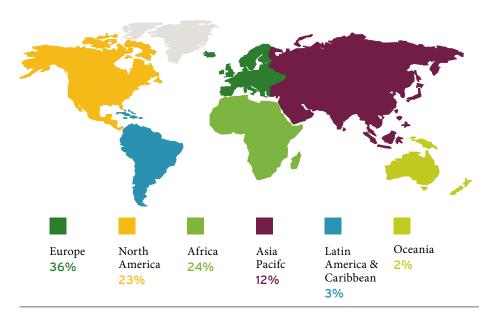
LOGISTICS	% OF RESPONSES THAT WERE EXCELLENT
Overall Organization	92%
Online Registration Process	80%
Conference Website	72%
PROGRAM	
Plenary Sessions	83%
Exhibition Hall	80%
Youth Zone	73%
Concurrent Sessions	71%
Cinema and Arts Corner	68%
Culture Night at Tivoli Gardens	68%
Appy Hour	65%
Speakers' Corner	64%
Regional Meetings	59%
COMMUNICATIONS	
Social Media	78%
Online Virtual Conference (WDLive)	74%
Daily Deliver E-Newsletter	70%
Conference Mobile App	54%

"It can be tough, in this field, especially when working in isolation or with limited funding. WD introduced me to a lot of people and opportunities, as well as broadening my perspective on current problems. It was a refueling station."

- Conference Attendee

The Attendees in Facts and Figures

ATTENDEES BY REGION



Gender breakdown





Region:

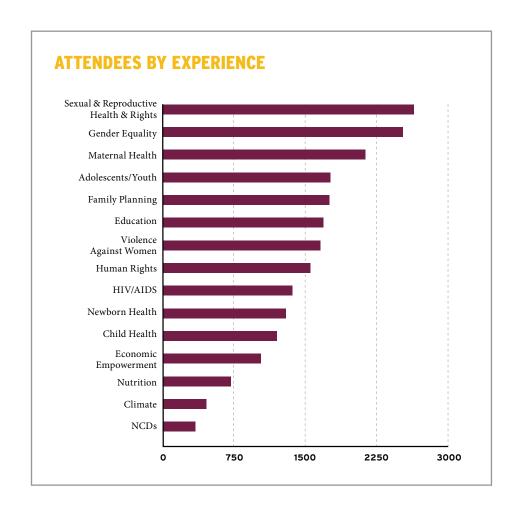
As the host region, Europe had the most attendees. Denmark, The United Kingdom, and Switzerland were most represented. Africa and Asia Pacific contributed 36% North America — the United States and Canada — made up 23% of attendees. The low representation from LAC partially reflects the high airfares and the limited translation.

Gender:

Females continued to dominate attendance; 23% of the participants were men and 1% transgender.

Age:

The oldest registered attendee was 90 years old. Among the youngest registered were a high school class from Brookline, Massachusetts. 20% of all participants were under the age of 30.

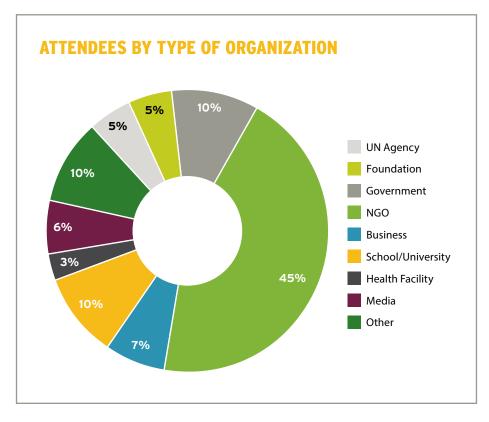


Experience:

Sexual and reproductive health and rights was the leading area of experience of conference attendees. However, the diversity of attendee experiences illustrates the broadening appeal of Women Deliver conferences to sectors outside of the SRHR/maternal health space. It also hints at a growing consensus that real progress for girls and women depends upon multisector collaboration.

Sector:

NGO representatives comprised 45% of attendees and the remaining 55% was split between UN agencies, foundations, government and business representatives, universities/students, health facility employees, and media. Although business representatives comprised only 7% of the attendees, this was triple the representation as compared to the 2013 conference.



Engagement of Young People

Young people must not only be given a space to share their experiences, but a chance to advocate for and enact change. Women Deliver conferences help to make that happen. In 2016, youth participants were more engaged than ever – as speakers, exhibitors, and sponsored delegates.



20% of attendees were YOUNG PEOPLE



500 SCHOLARSHIPS AWARDED TO YOUNG PEOPLE



60 Women Deliver Young Leaders spoke in plenaries or concurrent sessions at the conference. 53 were from the current 2016 class and 7 were from the previous 2013 class



New cohort of Young Leaders took 2 e-courses prior to attending the conference YOUTH PRE-CONFERENCE
EXTENDED TO TWO DAYS; 200
YOUNG LEADERS ON THE FIRST
DAY AND 500 YOUTH SCHOLARSHIP
RECIPIENTS ON THE SECOND DAY

A Discussion Paper on Meaningful Youth Engagement – based off survey of 600 youth across the globe – was launched at conference



Youth Zone Scheduled

20 youth-driven events

highlighting young people's engagement in policies and programs affecting their lives

Key Moments of Youth Engagement in Action

- More than 500 young people under the age of 30 from across 125 countries (of which, approximately 35% were men) received scholarships to participate in the two-day Youth Pre-Conference to hear from keynote speakers, hold roundtable discussions, and network with peers. Opportunities for interactions with influencers and decision-makers were part of the Youth Pre-Conference: from opening speeches by award-winning Young Leaders and youth advocates and champions Yemurai Nyoni, Cecilia Garcia, and Maureen Oduor to an official welcome from Her Royal Highness, Crown Princess Mary of Denmark; to meetings and speeches by Kristian Jensen, Minister of Foreign Affairs for Denmark, and Her Royal Highness, Crown Princess Mette-Marit of Norway.
- In an effort to mainstream young people's needs and perspectives more broadly, Women Deliver integrated Youth Voices throughout all aspects of the Women Deliver 2016 Conference. Women Deliver Young Leaders spoke in plenary and concurrent sessions, had numerous media interviews and speaking roles at the Youth Zone, and were featured on WDLive.
- Over the course of three days, the Youth Zone (located in the Exhibition Hall) featured 20 presentations, discussions, and demonstrations led by 24 youth-led, youth-serving organizations. Youth Zone programming consisted of a series of dynamic youth-driven events that highlighted young people's engagement in the policies and programs that affect their lives. Programming highlighted innovative approaches young people are taking to address issues that affect them, including a live recorded radio broadcast, theater and poetry workshops, and a live musical performance with young musicians and pop star and advocate Yvonne Chaka Chaka. It also included intergenerational dialogues between young people and influencers such as: Mogens Lykketoft, President of the United Nations General Assembly; Cathy Russell, United States Global Ambassador-at-Large for Global Women's Issues; and Baroness Verma, Member of the United Kingdom's House of Lords.
- Women Deliver worked closely with its Youth Working Group comprised of 17 different youth-serving, youth-led, or youth-focused organizational members and individuals from the 2013 Women Deliver Young Leaders Program to develop and implement the various aspects of youth engagement at the conference.

The Women Deliver Young Leaders on day one of the Youth Pre-Conference

"The key to a brighter future is healthier, safer, more empowered youth who are the new faces of the SDGs."

Babatunde Osotimehin, Executive Director, UNFPA

"I plan on carrying out a robust advocacy campaign engaging with policy makers and relevant stakeholders to address the numerous challenges affecting girls and women in my community. And true to my plans, the gear is already in motion as I have met with two important stakeholders in my community (Akwa Ibom state, Nigeria) in the persons of the Commissioner for Women Affairs and the Special Adviser to the Governor on Youth and Student Matters... Myself and some other young leaders from Nigeria are also collaborating to come up with shared advocacy programs that will amplify our voices.

I also plan to increase my involvement and number of articles I send in for publication... I am motivated by #WD2016 and want to improve the health, education, economic status and empowerment of girls and women in Nigeria."

—Youth Participant

Overview of Conference Program

Women Deliver is more than a series of panels. We host interactive segments, build collaborative spaces, infuse art, foster connections, and offer our partners opportunities to promote their own initiatives.

SPECIAL EVENTS	PROGRAMS	EXCLUSIVE MEETINGS	
Photography/Art Exhibits (2)	Plenaries (23 sessions)	Ministers' Forum	
Appy Hour (10 mobile apps)	Concurrents (109 sessions)	Parliamentarians' Forum	
Social Enterprise Challenge (10 pitches)	Speakers' Corner (41 activities)	Private Sector Pre-Conference	
Career Fair (2 lunches, 1 expo)	Youth Zone (20 activities)	Youth Pre-Conference	
Culture Night (1 visit to Tivoli Gardens)	Arts & Cinema Corner (80 screenings)	Midwives' Symposium	
Partner Side Events (120)		Regional Caucuses (8)	

Attendee Feedback:

"I wasn't expecting to be challenged, but the plenary speakers and arts & cinema corner in particular challenged my current thinking and inspired me to expand my views, learn more about topic areas that I don't currently know much about, and recommit myself to our work."

"Jill Sheffield advised us to join a session we knew completely nothing about, and I joined a session on working with people with disabilities. This was my 'aha' moment. I learned so much that I didn't know, and I look forward to start a program working with people with disabilities."

"The overall conference organization and program was very impressive. I have never experienced something comparable to the quality of Women Deliver, before. Thank you for bringing the best: people, speakers, team, organizers and young leaders all together. The outcome was outstanding, the energy was very high, and the outcomes will be impressive."

"The conference was a great source of inspiration to me as a person, and to my work at the same time. The perfect organization in details, the high level speakers and the multiple sessions created many opportunities for discussion and debate. I was further on impressed by the new investment launch of Gates Foundation on data collection about women. As a researcher I am confident this represents an excellent opportunity for researchers, decision-makers and other stakeholders that are working on women's issues. Moreover, I have followed closely the positive examples and inspirational stories that have all in all made me more confident to keep working on what I believe. I believe that we need more women that succeed in economy, politics and other areas of life. The final closing remark of Hillary Clinton was so encouraging. I am so thankful for providing me with the opportunity to attend this year's conference."



Women Deliver Founder Jill Sheffield and President/CEO Katja Iversen at the closing plenary



Plenaries

The Women Deliver 2016 Global Conference held 23 plenary sessions over the course of three and a half days. In total, 141 different speakers participated in the plenaries, which were high level, and extremely well-attended. The format of plenaries in 2016 was more varied than in prior years. There were only a handful of prepared speeches and instead, speakers joined in lively conversations onstage. Often, speakers did not know what the moderator was planning to ask. Many of the 2016 plenary moderators were media professionals, and therefore, highly skilled in drawing out new insights from individuals more accustomed to sticking to their talking points. True to Women Deliver's commitment to meaningful youth engagement, young people spoke in almost all of the plenaries. The opening and closing sessions integrated inspiring music into the program. A new addition in 2016 was Tough Talks – conversations about issues that are rarely mentioned at international conferences. Moderated by Lancet Editor-in-Chief, Richard Horton, the Tough Talks received high grades from conference attendees.



Co-chair of Bill and Melinda Gates Foundation, Melinda Gates announces an \$80 million investment to close the data gap on gender



Singer, Songwriter, and HIV/AIDS Activist Annie Lennox, Director-General of the World Health OrganizationMargaret Chan, Deputy Chair of The Elders Gro Harlem Brundtland, Founder of Dot Youth Organization Yemurai Nyoni, Jouralist Barkha Dutt, Nobel Peace Prize Laureate Tawakkol Karman, Executive Director of UNFPA Babatunde Osotimehin, Founder and CEO of the Afghan Institute of Learning Sakena Yacoobi



Actress and Activist Jessica Biel, Program Manager at Johnson & Johnson Achieng Masiga, Young Leader Francis Armah, Senior Manager of Every Women Every Child Taona Nana Kuo, President of IWHC Francoise Girard, Actor and Advocate David Monteith, Founder and Chief Executive of Arpan Pooja Taparia, and Deputy High Commission for Human Rights Kate Gilmore – Dancing to the music of hip-hop artist and UNICEF Ambassador Abelone Melese



President of Planned Parenthood Federation of America Cecile Richards and Founding Member of The Elders Graça Machel

Concurrent Sessions

The 2016 Women Deliver Conference was the most cross-cutting to date, with 109 concurrent sessions across 14 thematic tracks. A record total of 551 people presented throughout the three days. As is customary at Women Deliver conferences, concurrent sessions were spearheaded by partners — 80 organizations who outlined the program, recruited speakers, and ensured a specific focus on solutions. The Sexual and Reproductive Health and Rights track had the majority.

CONCURRENT SESSION TRACKS BY ATTENDANCE

TRACKS BY POPULARITY	NUMBER OF SESSIONS	AVERAGENUMBER OF ATTENDEES
Confronting Gender-Based Violence	5	142
Making The SDGs Work for Girls and Women	6	87
Unlocking Comprehensive Health Systems	19	83
Leveraging Data, Accountability, and Advocacy	10	81
Spotlighting Girls and Women's Nutrition	3	79
Banking on Women's Economic Empowerment	6	78
Realizing Sexual and Reproductive Health and Rights	27	78
Financing and Partnerships for Girls and Women	5	74
Recommitting to Maternal and Newborn Health	14	68
Taking on Climate Change with a Gender Lens	4	61
Strengthening Women's Political Participation	2	60
Expanding Access to Quality Education	4	56
Accessing Essential Resources	2	53
Embracing the Power of Sports	2	41

Attendee Suggestions:

"The Concurrent Sessions were really amazing, but unfortunately one cannot attend more than one session since it happens at the same time. For next conference, if there is a bit change of the timing schedule, it would be fantastic, otherwise, all went well, really."

"I loved the conference- I wish there was a bit more time between concurrent /plenary sessions to speak to the people you were just listening to/sitting with."

"The variety of the content of the concurrent sessions were very good however the timing and placement of the program made it impossible to attend some sessions of interest. I suggest therefore that for subsequent conferences the sessions of the same topic or theme are not undertaken during the same period."

"I would have preferred less panels and more presentations on how organisations/countries/individuals are tackling issues and their successes and challenges. Case studies and examples would be ideal and more concrete. Overall it was a good networking experience and it was an inspiring event. However I would have preferred some more practical sessions on examples of programming that I can apply to my work."



GSMA Director General Mats Granryd, Her Majesty Queen Máxima of the Netherlands, and Sarah Hendriks of the Bill and Melinda Gates Foundation



Appy Hour:

Appy Hour was a new event for Women Deliver—a round-robin cocktail reception featuring 10 mobile app developers. The event was packed and its success clearly demonstrated the need for a larger space. The mobile apps were chosen in an open competition by experts in technology and global health.

Culture Night:

Culture Night allowed the Women Deliver Conference participants to experience the historic and world-renowned Tivoli Gardens of Copenhagen. In addition to the lovely scenery and music, attendees had the opportunity to exchange thoughts with Danish citizens, Danish Parliamentarians, and representatives from more than thirty Danish businesses—each highlighting a different aspect of the welfare state.

Speakers' Corner:

Speakers' Corner featured short 8-to-10-minute announcements of publications, research, and new programs by 41 speakers. Individuals competed for speaking slots by submitting a short abstract to Women Deliver. Although attendance varied, conference attendees gave the Speakers' Corner high marks. In addition to better promotion, this event requires a specific space in order to be successful—one that provides high visibility but sufficient separation from the noise of public areas.

Social Enterprise Challenge:

One of the most exciting events at the conference was the Social Enterprise Challenge, Women Deliver's own version of the popular television show, Shark Tank. Ten social entrepreneurs—carefully selected by partner organization Echoing Green, for their potential to accelerate progress for girls and women—pitched their business ideas in front of a distinguished panel of judges and an audience of conference attendees. Three winners were selected and received cash prizes. Tom Osborn, the 20-year-old Founder and CEO of GreenChar won the top prize. GreenChar is making and distributing affordable charcoal briquettes from agricultural waste in Kenya, a needed intervention for women and families in the region.

Arts and Cinema Corner:

For the third time, award-winning producer Lisa Russell organized this special creative corner of the conference. 188 films from 59 countries were submitted for review, in genres ranging from documentary, to animation, to music videos, and PSAs. Of the nearly 200 submissions, 80 were chosen to screen at the conference and 12 of the filmmakers were in attendance. This year, Women Deliver expanded into more of the arts field with skill-building workshops:

- · Sealing the Deal: Freelancing as an artist with NGOs and government agencies
- Conversations with Creatives: Understanding the creative process of filmmaking
- Poetic Justice: Using spoken word in communication strategies









Special Meetings

At every Women Deliver conference, there are special meetings—generally held before or during the conference—to gain consensus and action among key groups of decision makers and advocates. These meetings provide a rare opportunity to discuss issues with colleagues from around the world, as well as with high-level experts. New to 2016 was a private sector forum, which brought together 65 leaders from the private sector and produced a background paper. The Youth Pre-Conference was extended to two days and on the second day, involved 500 youth participants.

- The Ministers' Forum was organized by Danish Ministry of Foreign Affairs, UNFPA, the UN, and Women Deliver.
- The Parliamentarians' Forum was organized by the European Parliamentary Forum on Population and Development.
- The Private Sector Pre-Conference was organized by BSR, the Dutch Ministry for Foreign Affairs, Novo Nordisk, and Women Deliver.
- The Youth Pre-Conference was organized by Women Deliver with the support of its Youth Working Group.
- The eight Regional Caucuses were organized by PATH with the support of Women Deliver and local coordinators.



MORE THAN **65** PRIVATE SECTORLEADERS

PARTICIPATED IN THE FIRST-EVER PRIVATE SECTOR PRE-CONFERENCE



More than 34 ministerial representatives from 32 countries participated in the ministerial forum



More than **500 young people** participated in the youth pre-conference



85 parliamentary representatives from **54** countries participated in the Parliamentarians' Forum

More than 700 people from 117 countries participated in the 8 regional caucuses

Exni Exhibition

As is characteristic, the exhibition hall was one of the liveliest spaces at Women Deliver 4th Global Conference. 145 exhibitors hosted 238 booths—nearly doubling the size of the exhibition space from years past. Women Deliver's Youth Zone helped attract a continuous audience to the exhibition hall. Coffee breaks and meals were served in the exhibition hall to further increase traffic to the exhibit booths.

Attendees' comments:

"I was impressed by the vast number of stands at the Exhibition Hall and the enthusiasm and engagement demonstrated by the exhibitors. I left the conference with renewed energy recognizing that progress has taken place over the past 15 years in terms of Women/girls rights and health issues but much more needs to be done. The SDGs and WD helps to keep focused on the issues."

"I was inspired mostly in the exhibition hall. Then I had the time to really converse with the different activists and organisations, and that inspired me the most - to meet so passionate people."



Women Deliver Young Leader, Olaoluwa Abagun in the Youth Zone



Conference delegates in the FHI360 booth





Fancy footwork in the One Goal booth

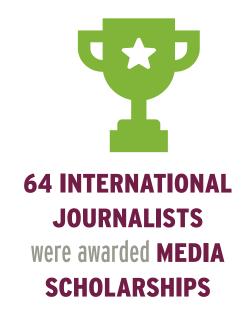


To ensure the messages and learnings shared at Women Deliver conferences reach a global audience, media coverage is a huge priority. In addition to establishing partnerships with international news outlets, Women Deliver reaches new audiences by sponsoring regional journalists and utilizing social media in consistent, innovative ways.



More than 250 reporters from 48 countries were confirmed onsite;
180 journalists virtually registered through
Women Deliver Live

Her Royal Highness Crown Princess Mary of Denmark, Melinda Gates and Hillary Clinton, trended in the conference coverage





The Women Deliver 2016 Conference generated **1,195** original stories, blog posts and op-eds in **20** languages across **72** countries and **six** continents

Partner announcements that were particularly well received by media include:

- The Bill & Melinda Gates Foundation's US\$80 million commitment to improve data on girls and women
- The McKinsey Global Institute's new report on what it would cost to close the gender gap and add US\$12 trillion to the global GDP by 2025
- The World Health Organization's first-ever guidelines to improve care for women living with female genital mutilation

MEDIA PARTNERSHIPS:











The social media following of Women Deliver has always eclipsed the size of the organization. This online popularity continued to soar during the Women Deliver 2016 Conference and allowed us to share the experience with community members thousands of miles away.

Women Deliver posts reached 1.3 MILLION SOCIAL MEDIA ACCOUNTS per day from 16-20 May





FACEBOOK

- Women Deliver posts generated 9,158 likes, comments and shares between 16-20 May
- Women Deliver's page gained 2,778 new likes during the conference





- 3,777 photos were tagged with #WD2016
- Posts averaged 50+ likes/comments
- 845 new followers from 15-20 May



TWITTER

- 55,300 individuals talked about the Conference on Twitter, posting 205,000 tweets in total, quadruple the amount from 2013
- These tweets reached 67 million unique Twitter accounts and appeared on Twitter 1.8 billion times (i.e., 1.8 billion impressions generated)
- Women Deliver gained 4,802 new Twitter followers in May



WOMEN DELIVER MOBILE APP

9,096

 unique page
 views from
 16-19 May

Virtual Conference: Women Deliver Live

Women Deliver Live was a new feature of the Women Deliver conference, helping to capture a digital record of the event while virtually engaging policymakers, advocates, journalists, and young people who couldn't attend in person.

Women Deliver Live featured a total of 90 broadcast-quality video segments, representing the best speakers and most discussed topics of the Women Deliver 2016 Conference.

- Notably, since the conference, Women Deliver Live segments streamed on Facebook have accumulated an average of 1,473 unique viewers each, with a high of 8,331 unique viewers. For every speaker, that's another 1.5K people who heard their message.
- The 90 segments were watched more than 132,000 times (on Facebook and WDLive.org) and generated more than 9,000 likes, shares and/or comments on Facebook. Videos shared on Facebook reached an estimated 5,617,820 individual accounts and generated an estimated 12,101,972 impressions.

Excitingly, Women Deliver Live segments were not just watched by individuals online—they were also syndicated to broadcast TV and radio networks, and used to catalyze in-person satellite events in cities around the world.

One of the most successful outreach initiatives
was the Women Deliver Live global viewing
parties. FHI 360 partnered with Women Deliver
to meaningfully engage 38 communities (520
individuals) around the world in hosting local
viewing parties and sharing their voices and
conversation through video and social media.





Actress and activist Jessica Biel inside the Women Deliver Live studio filming a segment on contraception myths



Women Deliver Live programming was viewed online more than 132,000 times by an estimated 27,869 people in 146 countries

Media Training

55 journalist trained resulted in 145 original articles that were reposted 45 times



President of the World Bank Group, Dr. Jim Yong Kim being interviewed by South African journalist, Redi Tlhabi for a WDLive segment



Sherrie Westin, Executive Vice President, Global Impact and Philanthropy at Sesame Workshop, Chamki, and former CNN anchor Andrea Sanke

As the Sustainable Development Goals are implemented, journalists can play a critical role in ensuring that issues that affect girls and women are prioritized. The media can explain the benefits of investing in girls and women and report on what is happening at the country level as decisions are made. In a survey to journalists in 2014, respondents asked for more training opportunities. In response, Women Deliver doubled the number of media scholarships in 2016 and, with the help of partners, held three pre-conference media trainings that engaged 55 journalists from across the world. The investment paid off.

- The Population Reference Bureau (PRB) trained 20 journalists over the course
 of 1.5 days. PRB hosted the training for free with Women Deliver covering
 the cost of logistics. The training covered a range of topics, from nutrition and
 breastfeeding to gender dimensions of climate change, featuring experts from
 the reproductive, maternal, newborn, children, and adolescent health fields.
- Women Deliver partnered with United Nations Foundation to sponsor a
 Thomson Reuters Foundation media training for 20 journalists—ten from the
 Global South, five from North America, and five from Europe. Over the course of
 1.5 days, participants were introduced to a range of conference topics and expert.
- Devex hosted a video training for 15 journalists, providing quick tips on how to effectively capture video material at conferences.

"As a journalist, I meet policy makers and my pages are influential, just like the media I work for. I will renew efforts at making the government be more committed to issues relating to women, girls and children. This is easily achievable, as I will use statistics to relate the positive achievements of government on gender matters, while also drawing attention to areas that need improvement. I will continue to work with relevant NGOs who work with women and children. Using the media to lend them voices will not only make government to listen, it will force government to act, since it knows that the international world will be watching."

—Journalist

Private Sector Engagement

On the 16 of May, BSR, the Dutch Ministry of Foreign Affairs, Novo Nordisk, and Women Deliver organized a private sector pre-conference to explore opportunities for business in accelerating women's empowerment in global value chains and collectively design a framework for business action.

This private-sector pre-conference gathered more than 65 corporate decision makers to explore the business case of investing in girls and women. Participants had the opportunity to discuss and actively shape a framework for business action on women's empowerment in global value chains.

The final report entitled "A Framework for Business Action to Advance Women's Health, Rights, and Wellbeing" is available at http://womendeliver.org/conference/past-conferences/private-sector. Key points made at the pre-conference included:

- When developing women's empowerment strategies, companies should consider all of the ways women bring value to the business—as employees, as customers, and as community members.
- Visionary leadership is important for women's empowerment programs.
- Women's empowerment programs can be an opportunity to infuse company culture and values throughout different departments and among business partners.
- Local ownership of women's empowerment programs is critical, especially among supply chain partners.
- When designing and implementing women's empowerment programs, companies should consider sensitizing programs with different departments to ensure the right policies are in place to support activities.
- Companies should also consider opportunities to leverage their foundation's assets to support investments in women's empowerment. For example, foundations can support research, partner mapping exercises, or complementary skill-building activities.

More than 400 private sector representatives participated in the conference, a substantial increase from 2013



Peder Michael Pruzan-Jorgensen, Senior Vice President, Business for Social Responsibility



Jeannette Ferran Astorga Vice President, Corporate Social Responsibility, ANN INC, Payal Dalal Head of Community Programmes Standard Chartered, Katherine Fritz Senior Research Advisor ICRW, and Graeme Elder Director, Social Responsibility, Jabil

Support Travel

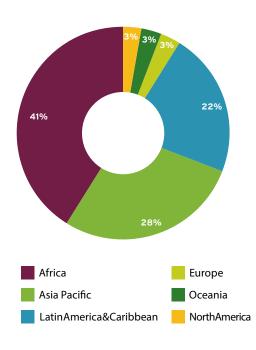
Travel support for speakers and attendees is fundamental to ensure a diverse audience by geography, age, and interest.

Young people and attendees from low and low-middle income countries often do not have the funding for travel. Recognizing this, Women Deliver allocated 40% of the 2016 conference budget exclusively for travel support.

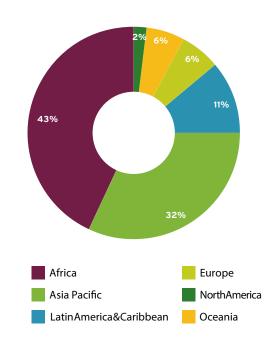
The vast majority of travel support is awarded through scholarships. The scholarship process takes about one year from announcement to awarding. Women Deliver widely broadcasts the availability of scholarships through its own and partners' networks. Each application is digitally screened for eligibility and completion. The application is then read by Women Deliver staff or a Conference Advisory Group member. In 2015, Women Deliver divided the scholarship process into four buckets: Young Leaders (members of the current class who completed their e-courses), Youth (potential attendees under the age of 30), Adult (potential attendees over over the age of 30), and Media. When combined, over 6,500 applications were received and just over 10% were awarded. As the charts below illustrate, the majority of travel support recipients were from the African region.

40% of the 2016 conference budget was allocated for travel support

SUPPORTED SPEAKERS BY REGION



YOUTH SCHOLARSHIPS BY REGION



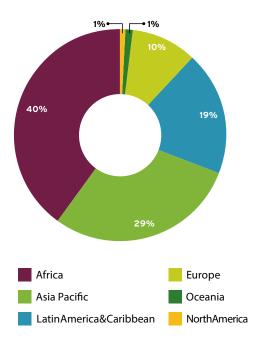
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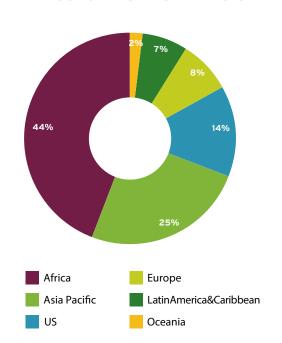
"I am very grateful to have received a scholarship! The whole event was fantastic and it has been on my mind very often ever since. I am confident that I can put the valuable knowledge and information I came away with to good use in my work devoted to women's empowerment in the future. I have already reported about the conference to our organization and as many friends and contacts as possible. I will also put pictures and info on our website, which will be renewed soon."

—Scholarship Recipient

OVER 30 SCHOLARSHIPS BY REGION



MEDIA SCHOLARSHIPS BY REGION





Over 120 side events augmented the Women Deliver program—more than ever before. These events took place before and during the conference, within the convention center walls and beyond. Side events generally drill down on specific topic areas, allowing attendees to gain more expert knowledge and updates.



Midwifery Symposium 2016

Scholarships for Young Midwives **Call for Proposals**



This cross-cutting session will highlight the issue of Menstrual Hygiene Management and the importance of breaking taboos and fighting stigma through evidence-based approaches to unlock multiple benefits for women and girls. We discuss in detail the roles and responsibilities each of us has to women and girls everywhere, regardless of our sector, occupation or geography.

This session will bring together experts from WASH, Human Rights, Education, Health and the private sector to share lessons and successes in policy and practice, with a specific focus on how multi-sectoral partnerships can collaborate to achieve the Sustainable Development Goals.

To RSVP please contact: RSVP@wsscc.org | www.wsscc.org

- ► Lambert Grijns, SRHR Special Envoy, Ministry of Foreign Affairs, The Netherlands
- Archana Patkar, Programme Manager, WSSCC
- line Matoro Health Representative, SDC Tanzania
- Gabriella Ekelund, Vice President Corporate Brand Communications, Svenska Cellulosa Aktiebolaget (SCA)

► Helen Morgan, Devex









A conversation hosted by the Guttmacher-Lancet Commission for SRHR in the post-2015 world

Youth voices on SRHR beyond the SDGs

This event will provide an opportunity for young people and Commissioners to discuss their vision for SRHR in the post-2015 world

Tuesday, May 17th, 6:00-7:30pm

AC Hotel Bella Sky Copenhagen—Sky Meeting Rooms 2382/2383





#SRHRCommission #WD2016 #YouthVoices @Guttmacher

The Host Country Walks the Talk!

Denmark embraced the Women Deliver conference as an opportunity not only to showcase the country's national and international commitment to gender equality, but to engage Danish citizens in a new dialogue around girls' and women's health, rights, and wellbeing. Under the coordination of Hansen Agenda a multi-partner consortium of organizations representing government, industry, cultural institutions, and NGOs, facilitated a series of public events and activities that surpassed those of any prior Women Deliver conference. The media coverage was extensive and Denmark "raised the bar" and illustrated how a Women Deliver conference can help elevate a country's policies and priorities, while also advancing progress for girls and women.

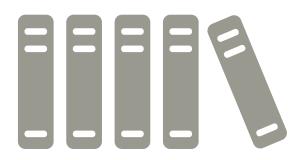


2.5 MILLION
DANES REACHED
THROUGH THE
INITIATIVE (THAT'S
ALMOST 50% OF
THE POPULATION)



150 events were held by more than 200 organizations throughout Denmark in May 2016 related to Women Deliver's topics

World's Best News in connection with Women Deliver made a special issue through Metro Express, which reached more than .5 million readers



10,000 students
across the country used
educational material
related to the conference



The Why Foundation, in partnership with Women Deliver, prepared **10 DOCUMENTARIES** which were broadcast on Danish national television

The Future: How To Do It Even Better

This evaluation report is the first step to planning the next conference. It has compiled valuable feedback, inspired new ideas, and reaffirmed key understandings. We believe Women Deliver conferences will keep evolving to meet the needs of our growing community and widening agenda. Here are some features we are exploring for 2019:



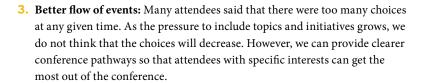
1. More structured networking opportunities. More than 60% of attendees said their primary reason coming to the conference was to network, and said that there was not enough time or tools in place to facilitate networking. We are beginning to explore a peer networking platform that can let attendees digitally meet beforehand, schedule meetings during the conference, and continue to meet afterwards. Attendees also wanted opportunities to network with specific target audiences such as donors or Parliamentarians. We will look into setting up some structured events that give attendees access to key influencers and decision makers. Anecdotally, we know that when Her Royal Highness Crown Princess Mary of Denmark and HIV/ AIDS activist Annie Lennox were present at smaller events, and attendees felt this demonstrated their deep commitment to the issues.

2. Better use of technology:



- a. We made a big leap forward this year with Women Deliver Live, our virtual conference that went way beyond livestreaming of plenaries and press-conferences with fully-produced interviews and digital segments. We will continue to experiment with this format while building the online audience before and after the conference including commitments of remote viewing parties. We will continue to promote Women Deliver Live recordings and consider launching the virtual conference early with the high-level speakers or addressing some of the most compelling topics in pre-conference events. As a way to engage students, Women Deliver could develop discussion guides for continuing education, particularly aimed at university classes across the globe.
- b. Our mobile app focused only on the basics program schedule and speaker bios. Due to low budget allocation, we limited the scope and functionality of what a mobile app could provide to attendees. For the next conference, we will invest in a mobile app that allows attendees to build and save personalized schedules, communicate with other attendees, and receive push notifications of timely announcements.
- c. Although the internet café in the exhibition hall was nearly empty, attendees were scrambling to plug in their electronic devices all over the conference venue. By not recognizing the speed of smartphone and tablet uptake, we misallocated technology needs. The Women Deliver 2019 Conference will offer more charging stations and less stationary computers.
- d. Finally, we need to explore how to make the sessions more interactive so that attendees can participate beyond a short Q&A. Technology can provide the tools to co-create the conference experience.







4. Limits to size of conference: After executing a week-long program for nearly 6,000 attendees, we believe Women Deliver has reached its capacity maximum. As numbers rise, it is difficult to find an adequate plenary hall or enough rooms for concurrent sessions. At such a scale, the choice of venues is severely hampered and 6,000 may be the limit for in-person attendance. This puts more pressure on Women Deliver to increase our virtual presence and offer more livestreaming sessions.



5. Travels and visa: Despite initial concerns about visas, less than 2 percent of attendees were refused visas to attend. Still, the amount of time and expense to obtain visas suggest that the ease of traveling to a specific country be accounted for in our choice of venue. The Danish government went above and beyond to assist Women Deliver with the visa situation, personally intervening when necessary.



6. Pre-orientation: We will continue to explore how to prepare attendees for the conference in order to maximize the investment of their time and resources. The second day of the Youth Pre-Conference provided information on how young people could get the most out of the 3.5-day conference. This advice could be extended to the attendees at large.



7. Continued improvement of program: We know that attendees came to the 2016 conference to gain insights from successful and failed programs, not to learn about the issues themselves. In order to spark knowledge-sharing, we need to identify new programs and approaches early in the planning stage and invite key implementers to share their experiences at the conference.



8. Masters classes for skill-building: Along with the pre-orientation, we can provide digital master classes on topics and particular proficiencies. Many attendees suggested that we incorporate more skill-building into the conference tracks.



9. Integration into a larger advocacy movement: Gone are the days of conferences as a single moment in time. Now, they must be part of a larger movement to be impactful. Launching the Deliver for Good campaign at the 2016 conference was a strategic move. We introduced our community to an advocacy push that will carry on for years to come.



An event of this magnitude is not possible without the generous support of sponsors and donors. Women Deliver is grateful for the contributions—both monetary and advisory—of our many partners.

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SILVER









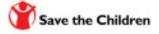












BRONZE











Gillespie Foundation

























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See you in 2019 at the 5th Women Deliver Global Conference! For news and resources in the meantime, subscribe to our monthly newsletter at womendeliver.org.