



On 16 January, the first-ever United Nations World Data Forum kicked off in Cape Town, South-Africa. Over 1000 data experts from around the world will gather in the next few days to address a wide range of data issues. The goal? To mobilize the data revolution for sustainable development and to improve lives using innovative data solutions.

Though not everyone's favourite subject in secondary school or university, statistics are key to smarter policy-making, and an improved use of data and statistics will be crucial to achieving the goals set out in the 2030 Agenda for Sustainable Development.

The benefits of data are enormous. Data not only measures progress, but can also inspire change. When data is openly accessible, it can be used to drive advocacy and to increase accountability.

