

‘Leave no one behind’ Benchmarking – Datamun

The Inequality Challenge. Innovative Solutions to a Global Issue

The Challenge

Although Mexico progresses towards the 2030 Agenda, it faces multiple challenges. One key issue relates to the implementation of the ‘leave no one behind’ (LNOB) principle, including addressing extreme poverty and income inequalities.

From a LNOB-perspective, there are several opportunities at a local scale for improved government action and enhanced public-sector accountability, particularly with respect to poverty and discrimination matters.

The Objective

In close coordination with the National Council for the Evaluation of Social Development Policy (CONEVAL) and the President’s Office (OPR), the project will design and carry forward a comprehensive strategy to provoke a ‘benchmark competition’ for the best LNOB-performance between local governments.

It will do so by developing and disseminating a digital platform that will enable access to simple and comparable information between municipalities that share common traits. By these means, the project aims at making the LNOB performance of each municipality transparent and easily reachable, thereby enabling local governments to measure their performance and identify opportunities for improvement, and allowing citizens to compare outcomes and demand improved public services, especially for discriminated and vulnerable groups in Mexico.

The Target Group

The digital platform will mainly address local decision-makers and citizens concerned with the performance of Mexican local

Project title	LNOB Benchmarking – Datamun
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Country	Mexico
Implementing Organisation	National Council for the Evaluation of Social Development Policy (CONEVAL) and 2030 Agenda Initiative (GIZ Mexico)
Partner Organisations	Office of the Mexican President, National Institute for Social Development and National Institute for Federalism and Municipal Development
Duration	July 2018 – September 2019

governments in LNOB-related issues. At the same time, it will work as a decision-making tool for municipalities and civil society organisations that advocate for or work with vulnerable groups (e.g. indigenous communities).

The Approach

The idea will be implemented through three components:

1. An interactive benchmarking digital platform: The digital tool will be simple, dynamic and attractive, allowing users to intuitively generate useful information. The benchmarking will enable comparing municipalities’ performance with regard to a suite of indicators covering key LNOB figures. In order to ensure consistency, municipalities will be grouped into different ‘families’ which share certain characteristics (e.g. geographical location, sociodemographic indicators, digital capacities, etc.), so that the benchmarking leads to valuable learning regarding potential improvements in public services. The platform will allow to generate PDF reports on key selected indicators.
2. A communication campaign: This is the core component of the project and will serve to disseminate the core messages of the benchmarking. It will include practical information on the use of the platform and on how it can serve to voice citizens’ concerns and demands before local governments. The campaign will be designed on two different formats: a



◀ Location of the Inequality Challenge’s project:
● Mexico



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digital front for maximising the reach of the platform and a physical format, addressing communities that lack access to information and communications technology. The project works together with the National Institute for Federalism and Municipal Development (INAFED), due to its convening capacities with respect to local governments, by means of which the LNOB Benchmarking will be shared and promoted among municipalities. Also, by collaborating with the National Institute for Social Development (INDESOL), the project has access to a nationwide network of thousands of civil society organisations that work directly with vulnerable or discriminated groups.

- Peer-learning mechanisms. Several incentives will reinforce the project: First, relevant federal government agencies (e.g. INAFED and INDESOL) will provide support on the use and relevance of the tool to municipalities and civil society organisations. Secondly, the project will set up mechanisms for municipalities to systematically highlight best practices, enable a peer-learning process among local governments and promote public recognition.

When compared with similar platforms and digital tools, the LNOB Benchmarking outstands because of its simplicity and for specifically targeting vulnerable groups. Whereas existing tools offer unfiltered information whose relevance for non-experts can be difficult to understand, the LNOB platform is innovative due to the data rationalisation process supporting the selection of key indicators that present a succinct but illustrative overview of LNOB-performance at municipal level.

About the Inequality Challenge

The Inequality Challenge supports innovative approaches that tackle inequality and the 'leave no one behind' principle of the 2030 Agenda with the ultimate goal to integrate and upscale those approaches into German Development Cooperation's portfolio. Initiated by the German Ministry for Economic Cooperation and Development (BMZ), it supports ten projects in India, Bangladesh, Cambodia, Mongolia, Jordan, Serbia, Nigeria, Mauritania, Brazil and Mexico with up to 100,000 EUR.

GIZ manages the Inequality Challenge. For further information, please visit www.inequality-challenge.com or contact Tiffany Sacher, fundmanagement@giz.de.

The Milestones

Since August 2018, a steering committee consisting of the implementing and partner organisations has been working on the design of the digital tool. It has also been supporting the conceptual development of the communications campaign. In April 2019, an exchange with over 40 advocacy NGOs was held in order to gather their impressions and streamline the platform. During the summer of 2019, the communications campaign on the dissemination and use of the platform will be implemented. The facilitation of peer-learning mechanisms will take place at the beginning and end of the campaign.

The digital tool will be hosted by CONEVAL, with an explicit feature allowing its periodical update. By these means, it ensures the sustainability of the platform after the conclusion of the Inequality Challenge execution period. Additionally, CONEVAL incorporated the LNOB Benchmarking as a key component of a medium-term institutional strategy intended to improve its understanding of key performance indicators of local governments regarding social rights. The LNOB Benchmarking will therefore strengthen CONEVAL's capacities to advise municipalities' decision-making processes and policy actions in LNOB-related matters.

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