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## ADVOCACY

Your data revolution may not be my data revolution, but we are all seeking the same thing: better statistics, for better policies, for better lives. Informing a Data Revolution seeks to bring statistics to the front of the debate on the post-2015 Development Framework and beyond, ensuring that data, information and knowledge drive action.

At the heart of our advocacy campaign is a **Data Revolution Declaration** that we will issue in early 2015, inviting governments and other stakeholders to endorse. The declaration will spell out the **guiding principals and actions needed for a data revolution that benefits developing countries** as they work towards the post-2015 Sustainable Development Goals.

What else can you do to help?

You can start by promoting what PARIS21 believes are the four keys to a data revolution?

- **Supporting decision makers** to make informed decisions for better lives
- **Acting as a catalyst** for the expansion of more relevant and more reliable data production
- **Building on past success** by bringing in all relevant actors and increasing co-ordination
- **Finding new ways** to support statistical capacity and data production.

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