

## Small Particles, Big Issues: PRIORITYze DEI

**Issue 21 02/05/2024: Evidence-based policymaking and the wicked problem of SDG 5 Gender Equality**

Dear all,

We hope this email finds you well.

In this newsletter issue we bring you "[Evidence-based policymaking and the wicked problem of SDG 5 Gender Equality](#)". Evidence-based policymaking (EBP) emphasizes using evidence to inform successful policy decisions. However, when dealing with "wicked" problems—complex, systemic, and conflictual—politics often overrides evidence, making finding ideal solutions difficult. Despite this challenge, blending insights from EBP and wicked problem literatures can offer practical advice for governments and multinational enterprises (MNEs) in addressing the wicked problems of the UN Sustainable Development Goals (SDGs). Through a case study focusing on SDG 5 Gender Equality, the authors demonstrate the importance of evidence in achieving progress. They offer five insights into why evidence alone is insufficient for SDG 5 advancement and recommend that governments adopt an EBP approach through public-private partnerships. Additionally, they suggest that MNE executives integrate SDG 5 into their corporate social responsibility strategies using our SDG Materiality Matrix, designed on EBP principles.

Best regards

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