

OUR STRATEGY TO 2025



Championing evidence-based humanitarian action

Evidence Aid's strategy in summary



Humanitarian emergencies affect tens of millions of people every year, destroying lives and livelihoods.

In the aftermath of a crisis, it is vital that those involved in delivering aid have access to the best available evidence to guide their actions. The right evidence, in the right form, in the right hands can save lives.

Working prior to, during and after emergencies, Evidence Aid works to ensure that humanitarian actors have access to and use the very latest evidence, so that they can design and deliver the interventions that will be most likely to save lives and livelihoods.

OUR VISION

Loss of life and livelihoods in disasters is minimised through the delivery of effective disaster risk management and response

OUR PURPOSE

Before, during and after disasters, the best available evidence is used to design interventions, strategies and policies to assist those affected or at risk

We will achieve our vision and purpose by working towards the following three outcomes:

OUTCOME 1

Enhanced availability and accessibility of high-quality, usable evidence

OUTCOME 2

Enhanced responsiveness of research to the needs of those making decisions about disasters

OUTCOME 3

Skills, behaviours, attitudes, decision-making structures and incentives support evidence-based action in disasters



When an emergency strikes, responders work hard to ensure that they help those affected in the best way possible.

But it is often difficult to keep on top of the latest developments in research and evaluation. Not all research is readily (or freely) accessible and the implications for practitioners are not always clear. Neither is all research produced to the same level of technical quality.

Evidence Aid will work to ensure that humanitarian and disaster responders have access to the best possible evidence, presented in clear, simple formats, so that they can design and deliver cost-effective interventions that will save lives and livelihoods.

Outcome 1 Enhance availability and accessibility of high-quality, usable evidence

What will we achieve?

- **Key stakeholders access research evidence and use it in intervention design, policy and decision-making.**
- **Resources (if possible, full research reports) are available to users free at the point of access.**
- **Contribute to adoption of more robust standards** in research amongst humanitarian research funders, researchers and practitioners.

How will we achieve it?

- **Create an authoritative, searchable database of research**, accessible to key actors, showing which interventions may contribute to good outcomes and to what level of certainty.
- **Synthesise, summarise and translate** research to make it more accessible.
- **Work with research producers / publishers to enable free access** to high quality research.
- **Provide 'thought leadership' on quality in research and promote standards** of good evidence.

Research relating to disasters and emergencies is not always responsive to the needs of practitioners, which can limit its use and usefulness.

We will work with researchers and humanitarian practitioners to help identify and respond to their evidence needs during disasters. In the longer term, we will work to identify and fill gaps in the evidence base.

Evidence Aid does not produce primary research, but we will convene and broker effective research partnerships to ensure that the right kind of research evidence is produced and communicated effectively to practitioners.

Outcome 2 Enhance responsiveness of research to the needs of those making decisions about disasters

What will we achieve?

- **Evidence compiled by Evidence Aid is used to inform disaster response and risk-management strategies by key stakeholders.**
- **Stakeholders report that evidence is comprehensive and responsive to their needs.**
- **Researchers / key stakeholders use robust gap analysis to inform research agenda.**

How will we achieve it?

- **Work with practitioners and researchers to identify priority areas where decision-making is poorly supported by evidence.**
- **During disasters, provide rapid evidence synthesis / synopsis to decision-makers to enable better-quality response.**
- **Support / work with researchers and knowledge-brokers in disaster-affected countries to ensure both sustainability of research uptake and relevance of research to context.**
- **Where required, commission / produce new systematic reviews and / or other research synthesis products to satisfy demand and fill gaps in the evidence base**

Evidence-based humanitarian action requires more than just better, more accessible evidence. Practitioners, funders, policy-makers and researchers need to work together to change the way decisions are made so that evidence has greater priority.

Evidence Aid works to challenge the disaster and emergency response sector to do better, working with donors, humanitarian agencies, research bodies, journalists and other opinion formers to improve the quality of humanitarian aid.

We build partnerships with evidence champions around the world to promote the production and use of the best available evidence in disaster and emergency settings.

Outcome 3 Skills, behaviours, attitudes, decision- making structures and incentives support evidence-based action in disasters

What will we achieve?

- **Evidence of embedded systems, processes & behaviours for using evidence** in decision-making in partner organisations.
- **Decision-makers and other key stakeholders show sustained engagement** in networks & discussions around the use of evidence, including training.
- **Enhanced evidence base around decision-making in disasters** and what works to promote evidence-based action

How will we achieve it?

- **Build working relationships with funders and other opinion-formers** to advocate in support of evidence-based decision-making
- **Build skills to understand, commission and use research evidence** amongst key stakeholders.
- **Use networking & events to build and support a community of practice** around evidence-based decision-making in disasters
- **Work with researchers to better understand decision-making in disasters** and to build stronger understanding about what approaches work to promote evidence-based action.

Organisational development

In addition to our three external outcomes, we will work to develop Evidence Aid to be as effective in delivering it's mission as possible in three main areas:

A dark blue arrow pointing to the right, with the word "Funding" written in white inside it.

Funding

- Develop relationships with key institutional donors in disaster risk management and response to ensure that research synthesis and research uptake are priorities in their funding strategies.
- Build and sustain stronger relationships with companies, as well as trusts and foundations and high-value individuals, who might support our work.
- Ensure that core costs are minimised and overall costs are controlled to maximise limited funds.

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Platform

- Seek financing to redevelop the website to provide a more responsive and accessible service, focusing on clarity, findability and mobile optimisation.
- Develop a 'balanced score-card' of key performance indicators to monitor progress against this strategy.
- Move to a two-year rolling planning and budgeting cycle.

A dark blue arrow pointing to the right, with the word "People" written in white inside it.

People

- Build ever stronger relationships with actors working in disasters and emergencies, including in disaster-affected states, and be as responsive as possible to their needs.
- Develop our volunteering programme, building a clearer structure to volunteers' work and developing relationships with companies whose staff might be able to help with our work.
- Seek financing to sustainably increase the number of paid staff, focusing on information specialists, web design and development, and research capacity.

Impact

Save lives and livelihoods

Manage global disaster risks

Before, during and after disasters, the best available evidence is used to design interventions, strategies and policies to assist those affected, or at risk

Outcomes

Enhanced availability and accessibility of high-quality, usable evidence
 Key stakeholders access research evidence and use it in intervention design, policy and decision making.
 Resources (if possible, full research reports) are available to users free at point of access.
 Contribute to adoption of more robust standards in research amongst humanitarian research funders, researchers and practitioners.

Enhanced responsiveness of research to the needs of those making decisions about disasters
 Evidence compiled by Evidence Aid used to inform disaster response and risk management strategies by key stakeholders.
 Stakeholders see evidence available from Evidence Aid as comprehensive and responsive to their needs.
 Researchers / key stakeholders use robust gap analysis to inform research agenda.

Skills, behaviours, attitudes, decision-making structures and incentives support evidence-based action in disasters
 Evidence of embedded systems, processes & behaviours for using evidence in decision-making in partner organisations.
 Decision-makers and other key stakeholders show sustained engagement in networks & discussions around the use of evidence, including training.
 Enhanced evidence base around decision-making in disasters and what works to promote evidence-based action.

Assumptions

Global approaches to tackle disaster risk enjoy continued political support.
 Funding for disasters and humanitarian research is maintained at current or increased levels.
 Political and social factors at national level do not create insurmountable barriers to evidence-based decision-making

Interventions

Create an authoritative, searchable database of research, accessible to key actors, showing which interventions may contribute to good outcomes and to what level of certainty.
 Synthesise, summarise and translate research to make it more accessible.
 Work with research producers / publishers to enable free access to high quality research.
 Provide 'thought leadership' on quality in research and promote standards of good evidence.

Work with practitioners and researchers to identify priority areas where decision-making is poorly supported by evidence.
 During disasters, provide rapid evidence synthesis / synopsis to decision-makers to enable better-quality response.
 Support / work with researchers and knowledge-brokers in disaster-affected countries to ensure both sustainability of research uptake and relevance of research to context.
 Where required, commission / produce new systematic reviews and / or other research synthesis products to satisfy demand and fill gaps in the evidence base

Build working relationships with funders and other opinion-formers to advocate in support of evidence-based decision-making
 Build skills to understand, commission and use research evidence amongst key stakeholders.
 Use networking & events to build and support a community of practice around evidence-based decision-making in disasters
 Work with researchers to better understand decision-making in disasters and to build stronger understanding about what approaches work to promote evidence-based action.

Barriers & enablers

Characteristics of evidence

- Existence
- Quality and credibility
- Accessibility
- Policy-relevance and responsiveness

Characteristics of researchers and research organisations

- Attitudes and behaviours
- Skills and awareness
- Interests of researchers
- Incentive structures/ funding
- Researcher-practitioner links

Characteristics of policy-makers / practitioner organisations

- Management structures / incentives
- Decision-making processes
- Organisational culture
- Skills, attitudes and behaviours
- Awareness of evidence
- Implementation capacity
- Incentives

Characteristics of funder organisations

- Strategies and structures
- Skills, attitudes, behaviours
- Organisational culture
- Decision-making processes
- Awareness of evidence

Characteristics of disaster settings

- Social, political and economic context
- Ethical and practical considerations
- Decision-making context
- Availability of resources



**Please help us to save lives and livelihoods
by making disaster assistance better.**

evidenceaid.org/donate

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