**ICHA GUIDANCE NOTES FOR STRATEGY DEVELOPMENT**

1. Vision

Red Cross Kenya is a leader in data use for Humanitarian action.

1. Mission

Build industry standard data and digital solutions to enhance our capacity internally to act rapidly to crisis, document learning and feedback into future scenarios.

1. **Context:**

Data use is recognised as a key pillar in service delivery within the society. Internally generated data is siloed and there is no integrated system of consolidation in documenting impact and learnings. In addition, there is no clear defined strategy on how data use will be advanced.

1. **Theory of change:**

Better data use will enhance Red Cross Kenya’s ability to design better humanitarian programming and ensure value for money in our service delivery. Building on the efficiencies presented by better data use, KRCS will be able to reach more by exploiting economies of scale, ensuring more lives are saved and livelihoods protected.

1. **Focus Areas:**

Strengthening data use within ICHA and KRCS

1. **Projects/Programmes:**
* **Business intelligence** – this program will develop digital tools, technologies, applications and practices to collect, integrate, analyse, and present raw KRCS data in order to create insightful and actionable business information. This will benefit KRCS in two ways: Internally, use of BI systems will speed up efficiency of information sharing and decision making, reduce costs and increase revenue, and secondly, our ability to make decisions in a timelier manner will improve our programmatic work especially around response and resilience building.
* **Research and Data analytics** – exploitation of historical KRCS programme data for research value. KRCS over the years of operations has developed a large repository of program data. This program will look into utilisation of data science and research methods, such as difference in differences, to gauge the impact of our programs. This will help us develop value for money methodologies, improving service delivery for future program work around development and especially resilience building.
* **Data Support Service** – “Putting data in the hands of a few experts is a powerful thing, but making it available throughout an organization can be a game-changer” - this program will aim to build data literacy skills across KRCS. By providing this value addition, program development and deployment will hit value for money targets while also speeding up the monitoring, evaluation and learning process.
* **Big Data use** – Leverage on new/emerging internal and external access to large datasets and remote sensing technologies to complement existing data for delivery of our project. The last decade has seen an explosion of data from non-traditional sources such as social media, mobile money and drone technology. Exploiting new sources will help us speed up our response action while exploitation of drone technology will help us keep track of our development activities/projects.
* **Data story telling** – deployment of new methodologies for communicating data information, tailored to a specific audience, with a compelling narrative. These narratives will be used to communicate better to our donors and beneficiaries the work we do, helping to generate and maintain existing goodwill and enhance revenue generation.