



Humanitarian Horizons 2021-2024: Communications strategy on a page



Behavioural science

In order to ensure we engage in the most effective way, we are overlaying a behavioural science lens to guide our communications.

Our communications objectives for Humanitarian Horizons Research Program 2021-24



Objective 1

Visibility and reach of Humanitarian Horizons research is enhanced



Objective 2

Impact and uptake of the research are strengthened through communicating research findings and outcomes to policymakers, decision-makers, and practitioners



Objective 3

Profile, visibility, and knowledge of local and national partners is elevated



Objective 4

Stakeholder awareness of why Humanitarian Horizons' research is relevant to humanitarian practitioners work in the Indo-Pacific region is strengthened and expanded



Achieving influence and impact with our communications

The communication strategy will be closely aligned with HAG's overarching Monitoring and Evaluation Framework for the program which articulates overarching objectives, and specific stream objectives.

Our principles

- Ethical
- Equitable and partnership-based
- Localised and inclusive
- Ahead of the curve
- Evidence-based
- Rigorous
- Replicable
- Climate conscious and COVID cognisant
- Accessible and practitioner-oriented



If you would like to learn more about Humanitarian Horizons, please visit www.humanitarianadvisorygroup.org/humanitarian-horizons.

