Performance Track

Area/Type: Other; Incubator Sponsor/Support: OC Belgium

Length/Project Status: 9 months; ONGOING



Project Summary -

Problem

Bearing witness and speaking out with and on behalf of patients are a fundamental part of MSF's mission, however communications staff have limited knowledge on how their stories perform and whether they reach the intended audiences.

Proposed Solution

Use Artificial Intelligence (AI) and Large Language Models (LLM) to enable a holistic view of MSF's global communication reach and impact. The project will assess current tracking of MSF communication initiatives, explore external solutions within and outside the sector and propose a roadmap for measuring the performance of MSF communications. If successful, a second phase will focus on tool design and roadmap implementation.



Potential Impact

- Improves global communication strategies through access to quality data and analysis.
- Empowers the organization to make informed, evidence-based decisions through the ability to view, in one centralized location, how a piece of content has been presented across various contexts, languages, and formats.

Viability

Aligns with MSF strategic objectives and core principles e.g.,
"Bearing Witness" and "Telling it as it is"

Risk Mitigation

Applies a two staged approach to avoid potential duplications of existing tools and to learn from available market solutions before proceeding to development and implementation.

Scalability

 Ensure that the solution is scalable by design and will serve all MSF staff involved in communications and fundraising.