

## 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.