



# Information Management Strategy

TIME, Germany

1 September 2014

# + Learning objectives



- Explain why and how to develop a strategy
- Assess your IM environment
- What you need to know to get the resources
- How to ensure transition and sustainability

+ Why a strategy during an emergency?



## **Moot Court:**

- Judge (Representative)
- Defendant (IMOs)
- Plaintiff (Protection Staff)
- Jury (Cluster/Sector members)

# + Key Learning Points: 1 Min.

- Why a strategy?
- How to develop a strategy?
- Budget considerations
- Sustainability and Transition



# + How to develop your IM strategy?

- Goals
- Strategic objectives
- Key steps to follow



## + 2 Major Goals



- **strategically think** through four main IM service delivery areas and align IM strategy with response planning
- **communicate** IM focus and delivery to senior management, colleagues and partners during implementation and for purposes of handover



## **A. IM COORDINATION**

- The Information Management Cycle is strategically coordinated for an efficient, harmonized response within UNHCR and through partnerships for action.

## **B. POPULATION AND DATA MANAGEMENT**

- Maximum efficiencies are achieved in the collection, processing, analysis and dissemination of population data for prioritized action.

## **C. PROGRAMME & PROTECTION MONITORING AND ASSESSMENT**

- Needs Assessment and Monitoring activities are technically supported by the IM cycle for a coordinated and targeted output, based on a response to the affected population.

## **D. DISSEMINATION**

- Products, messages, information and data are discoverable and available in a timely manner through appropriate media to target audiences for humanitarian action.

## **E. TECHNICAL SUPPORT AND SPECILIZED SERVICE DELIVERY**

- Appropriate technology, methods and analytical support is provided to support operational priorities.

A

- Key decisions to make
- Time available: collection & analysis

B

- Information needed for decision making

C

- Analysis required to generate information

D

- Assess the IM environment

E

- Design 'good enough' tools

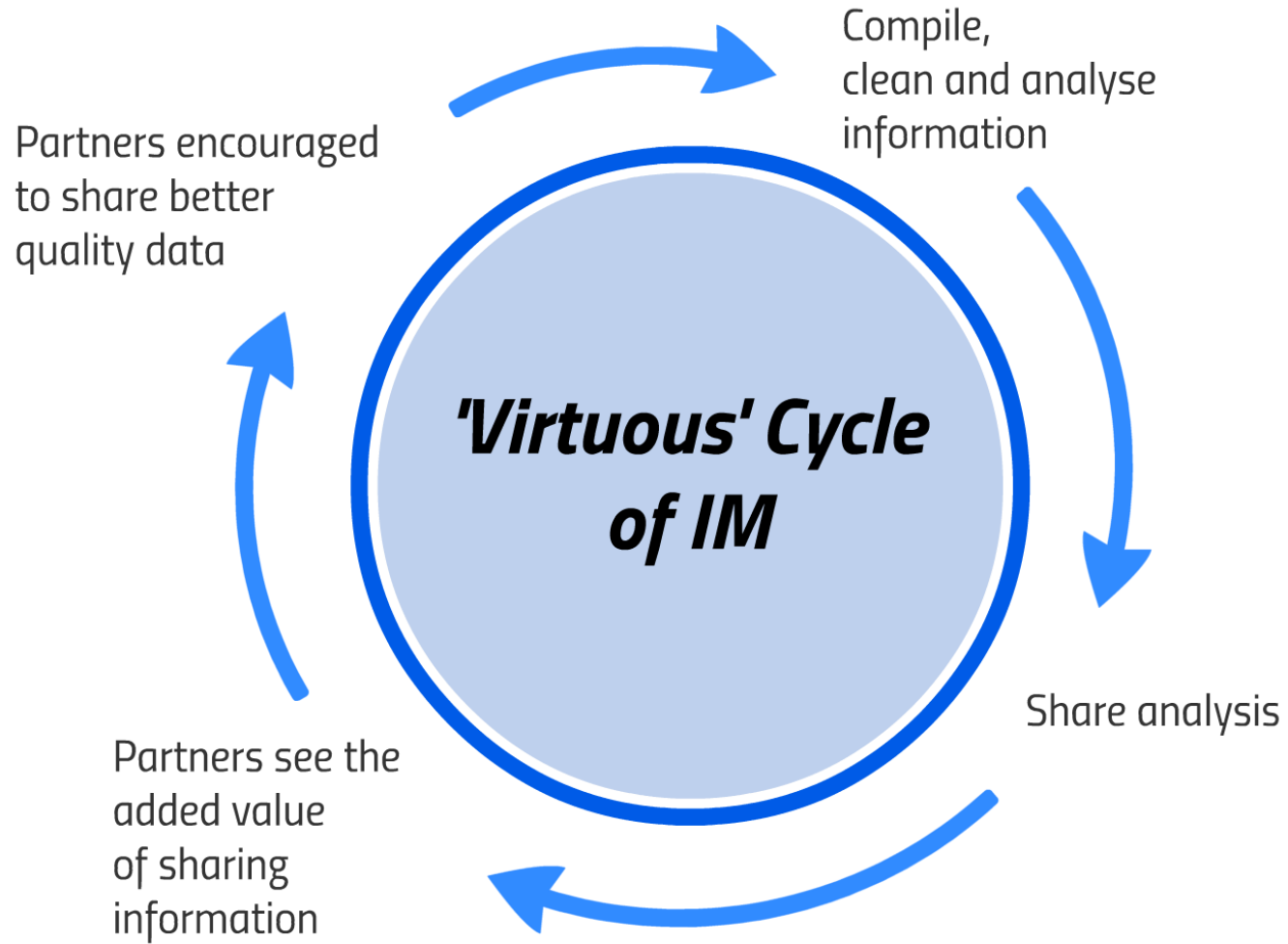
F

- Resources, processes, responsibilities

G

- Progressive development of IM systems





# SWOT ANALYSIS

	Positive	Negative
Internal	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
External	<b>OPPORTUNITIES</b>	<b>THREATS</b>

# + SWOT exercise



**Over to you: assess your  
IM environment.....**



# Some questions to assess the IM Environment using the SWOT analysis

	<b>Cluster/Sector capacities/preparedness</b>	<b>Complexity of Cluster/Sector coordination mechanisms</b>	<b>Cluster/Sector IM characteristics</b>
<b>Internal factors</b>	<ul style="list-style-type: none"> <li>Does the Cluster/Sector Coordination Unit have good IM human and financial resources and IM skills at central and local level?</li> <li>In particular, does the Cluster/Sector have a dedicated IMO?</li> <li>How good is national IM system and IM preparedness?</li> <li>Do partners have good IM human and financial resources, and IM skills at central and local level?</li> </ul>	<ul style="list-style-type: none"> <li>How many sub-national Cluster/Coordination groups are active?</li> <li>How are communication and information sharing among central and local cluster/groups working?</li> </ul>	<ul style="list-style-type: none"> <li>How many partners integrate the Cluster/Sector?</li> <li>How is partners' engagement with Cluster/Sector IM? (Is there a collaborative environment among partners on IM issues? Do partners trust each other? Is there any resistance in sharing information?).</li> </ul>
<b>External factors</b>	<b>Crisis Characteristics</b>	<b>Complexity of the inter-cluster/sector coordination mechanisms</b>	<b>Other clusters/sectors IM capacities</b>
	<ul style="list-style-type: none"> <li>What is the type/s, scale, complexity and phase of the emergency?</li> <li>Is the affected population concentrated or scattered? Are they accessible?</li> <li>How is security in the affected area?</li> </ul>	<ul style="list-style-type: none"> <li>How many clusters/sectors are active?</li> <li>What are the reporting requirements and reporting mechanisms established by the inter-cluster coordination group and HC?</li> </ul>	<ul style="list-style-type: none"> <li>IM from other clusters or OCHA can help?</li> <li>Do other clusters/sectors have capacities to provide critical information for Cluster/Sector analyses?</li> </ul>

# + Key Learning Points: 1 Min.

- Why a strategy?
- How to develop a strategy?
- Budget considerations
- Sustainability and Transition

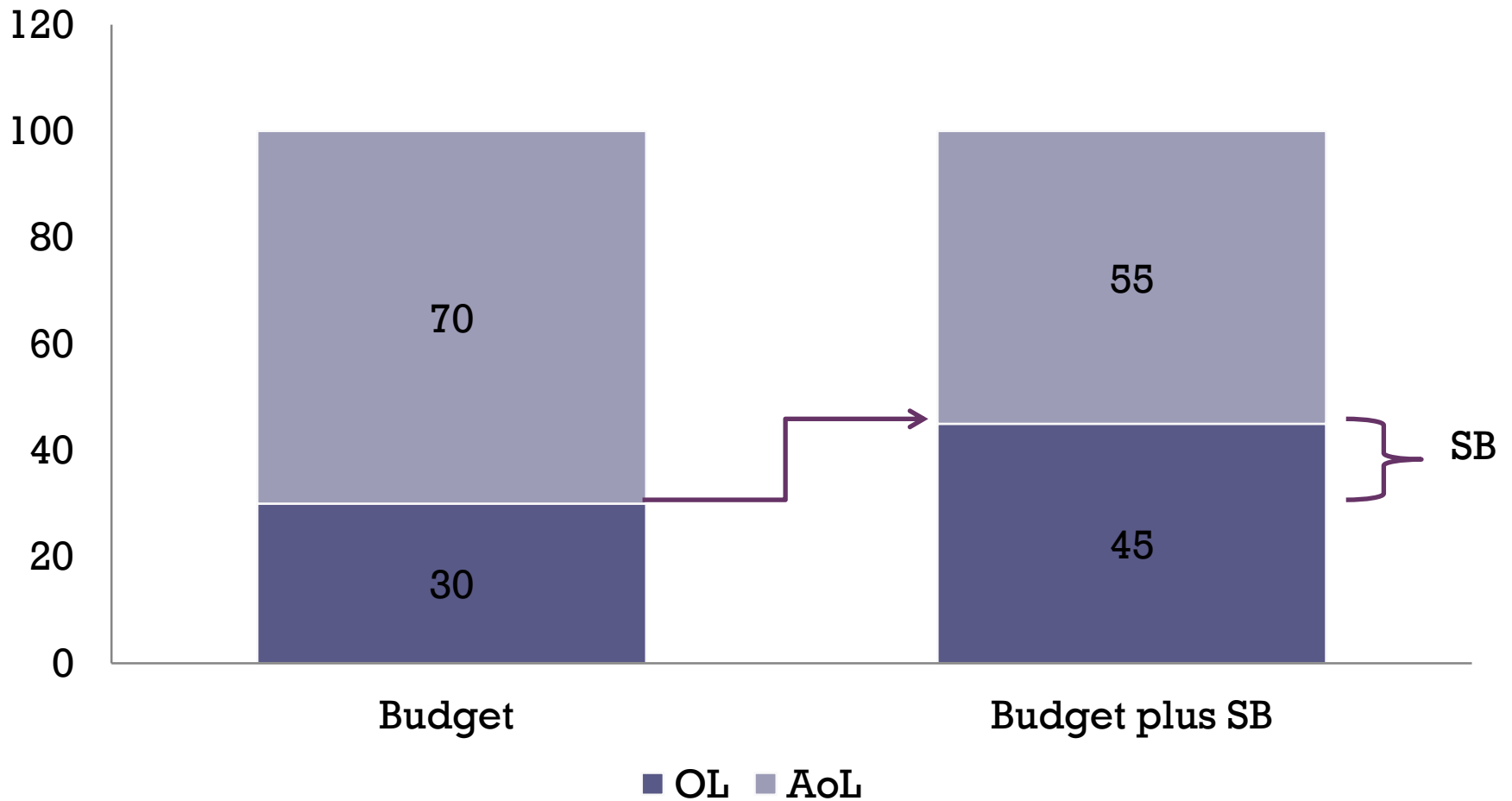


# + Budget



- Who to work with?
- What is required from others?
- What do others need from you?

# + UNHCR's budget structure



# + Key Learning Points: 1 Min.

- Why a strategy?
- How to develop a strategy?
- **Budget considerations**
- Sustainability and Transition





# + Sustainability and Transition



**Let's play..... It's quiz time!**

# + Key Learning Points: 1 Min.

- Why a strategy?
- How to develop a strategy?
- Budget considerations
- **Sustainability and Transition**



# + Key messages

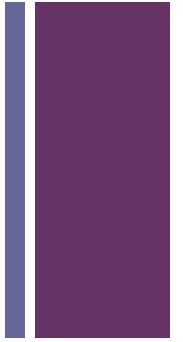


- Success only, if
  - agreed with a variety of stakeholders
  - adheres to IM principles
- Achieve strategic objectives while considering IM environment
- Make sure you have the budget for what you propose
- Ensure transition and sustainability

+ Develop your IM strategy



**Over to you....**



# + Key documents

- IM Strategy Template
- Key messages on IM in UNHCR
- UNHCR's Results Framework

