

Practical ACTION

To whom it may concern

Practical Action is an international development organization that helps people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. Practical Action works with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy.

Practical Action's approach is in line with the nine Principles for Digital Development in all the work we do, not just the activities that have digital components. We endorse these principles, and our expectation is that they will be adopted every time a digital component is introduced into a project.

Design with the user

Practical Action implements projects by actively involving and working closely with the people they serve. Our approach is based on community participation, ensuring that the solutions are designed for local needs, priorities, and cultural contexts.

Understand the existing ecosystem

Practical Action recognises that different contexts require tailored approaches to effectively address the specific challenges and opportunities. We do this by conducting contextual analyses to understand the unique structures, needs, and dynamics of the country, region, or community we are working in and considering the cultural values, beliefs, and practices of the community, as well as the gender dynamics and power structures that shape the ecosystem. Gender equality and social inclusion is a priority in the project design.

Design for scale

Practical Action designs projects with scalability in mind, aiming to create solutions that can be replicated and expanded to reach larger populations and create sustainable, widespread impact. We prioritise knowledge sharing, partnerships, and local capacity building to facilitate the replication and adaptation of successful projects in different contexts.

Build for sustainability.

Practical Action is committed to design and implement projects with a long-term perspective that are sustainable and scalable, ensuring that the interventions have lasting impact beyond their initial implementation. Our approach is to prioritise community ownership, capacity building, appropriate technology, integrated approaches, environmental conservation, knowledge sharing, and adaptive management and to consider social, economic, contextual, and environmental dimensions of sustainability.

Data Driven

Practical Action recognises the importance of a data-driven approach to ensure the effectiveness, efficiency, and impact of their projects. We leverage data to inform the design, implementation, monitoring, and evaluation of our interventions.

Big change starts small

T +44(0) 1926 634400 | E enquiries@practicalaction.org.uk | www.practicalaction.org | VAT No. 880 9924 76

Practical Action is a registered charity and company limited by guarantee | Reg. Charity No. 247257 | Company Reg. No. 871954
Registered office – The Robbins Building, 25 Albert Street, Rugby, CV21 2SD, United Kingdom | Patron HRH The Prince of Wales.

Use Open Standards, Open Data, Open Source and Open Innovation

By adopting open standards, open data, open source, and open innovation principles, Practical Action enables collaboration, enhances effectiveness, and drives innovation in their projects. These principles facilitate the exchange of knowledge, resources, and ideas, leading to more efficient and sustainable solutions. Practical Action empowers stakeholders to actively participate, contribute, and benefit from the collective expertise and creativity of the global development community, ultimately fostering positive change at scale.

Reuse and Improve

Practical Action promotes the reuse and improvement of existing products, resources, and approaches to create more effective and context-specific solutions. We recognise the value of adapting and enhancing rather than starting from nothing, leveraging the collective knowledge and experiences gained over time. We assess and adapt technologies and knowledge from various sources, enhancing them to suit local contexts and needs.

Address Privacy and Security

Practical Action prioritises the protection of personal information and upholds ethical standards in data collection, usage, storage, and sharing. We adhere to good practices to ensure the protection of individuals' privacy and the security of data.

Be Collaborative

Practical Action adopts a collaborative approach when implementing projects, recognizing the value of sharing information, insights, strategies, and resources across projects, organizations, and sectors. This collaborative approach contributes to increased efficiency, effectiveness, and sustainability in addressing the complex challenges we aim to tackle.

Point of Contact: Marco Ratti, Head of IT & Business Services

E-mail address: marco.ratti@practicalaction.org.uk

Big change starts small

T +44(0) 1926 634400 | E enquiries@practicalaction.org.uk | www.practicalaction.org | VAT No. 880 9924 76

Practical Action is a registered charity and company limited by guarantee | Reg. Charity No. 247257 | Company Reg. No. 871954
Registered office, The Robbins Building, 25 Albert Street, Rugby, CV21 2SD, United Kingdom | Patron HRH The Prince of Wales.