How do we **validate and disseminate findings** from a profiling exercise?
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Validation
Dissemination

What additional tools are there for this phase?

Template:
• Profiling report outline
Why is this phase important for a profiling process?

The key outputs of a profiling exercise are typically outlined at the beginning of the process in the Concept Note and again in the Methodology Document. These are prepared and finalised in this phase in the process.

Collaboration remains critical at this stage of the profiling process to ensure that all partners agree on the final results. This is because consensus on the results enables many actors to use the same data to respond to the displacement situation.

After a joint analysis of the data, the Profiling Working Group partners and interested stakeholders typically come together for a validation workshop. The validation workshop is the partners’ chance to take stock of the results of the exercise and to reach agreement on what to do next. The main outcome of the validation workshop is a jointly developed and validated list of recommendations on how to move forward based on the profiling results.

Disseminating the profiling results is important for three reasons:

1) to prevent duplication if others in the same context have similar information needs;

2) to encourage inclusive discussions on the current situation and jointly plan the response;

3) to clarify the limitations of the profiling to encourage proper use of the data; and

4) to share lessons learned for improving data collection in future processes or in other related contexts.

Examples of outputs of a profiling exercise may include, among others:

- up-to-date lists and maps of sites of displaced communities
- reliable figures on displaced groups with a core dataset available to a broad group of stakeholders responding to a displacement situation
- a common understanding of the socio-economic, cultural and demographic characteristics of IDPs and/or refugees
- a collaboratively developed and jointly endorsed report with the key findings
- a list of recommendations to contribute to the development of a law or policy relating to IDPs

Typically the careful and collaborative drafting of a profiling report is a core product of profiling, and is central to the dissemination of the results. This report should be reviewed and endorsed by all partners, and printed in the relevant languages for the context. But there are other ways to disseminate the findings to important audiences, namely organising workshops to share results directly with displaced communities, and sharing the data with the international community, for example through the easy-to-use Dynamic Analysis and Reporting Tool (DART) and the library of raw datasets called the Humanitarian Data Exchange (HDX).
Plan and agree on the process for drafting the final Profiling Report with the Profiling Working Group, including roles and responsibilities for drafting, review process, and deadlines.

Share preliminary outline of final report for feedback.

Draft report with partners.

Plan and conduct validation workshop(s) with the Profiling Working Group and potentially a larger group of interested stakeholders for wider review and endorsement.

Revise draft report with recommendations from the validation workshop.

Finalise report with executive summary, graphic design, and translation.

Plan dissemination of final report to local, national and international audiences as relevant in the context.

Develop additional materials such as brochures or video summaries to bring to the displaced communities visited, translated into their preferred language.

Plan and conduct visits or workshops with displaced communities to share results of the profiling and discuss their perspectives.

Upload final datasets on DART and/or HDX or other relevant repositories of data to enable wider access.

Plan public launch of final report in-country and in other relevant forums.
How does JIPS recommend planning and implementing this phase?

Create an inclusive validation process

The validation, intended here to mean endorsement by the partners at a political level, is often overlooked in a profiling exercise. This is due to time constraints, which is understandable since the partners are eager to move ahead to use the data they collected, as well as sensitivity in the context to publishing evidence on internal displacement. However, if the validation process is skipped, partners or key stakeholders facing political pressure may question the results and fail to endorse the report in the end. Bringing partners and political stakeholders together at this point to discuss the findings demonstrates transparency and creates the opportunity for renewed buy-in to the process.

In short, the goal of the validation process is to convey that the profiling results are a source of agreed-upon evidence for all the partners involved with the displacement response.

In some cases this validation is necessary before moving ahead with the analysis of the data, while in other cases, this validation would not be possible without seeing the full analysis first.

The profiling report prioritises the information that addresses the exercise objectives

The final products of a profiling exercise do not need to include all the raw data that was collected. It should instead prioritise the information analysed to show the most relevant findings for the context in order to be more accessible and readable for the data users. How to do this requires a look back at the original objectives for the exercise, which defined the scope and information needs, and ensuring that the analysis addresses those objectives.

A counterexample to this is the report for the profiling exercise in Sittwe, Myanmar (2017), which did include all of the results of the data with less narrative and interpretation. This was done explicitly in order to provide the humanitarian partners with as much evidence as possible to fit their specific needs. But including such an exhaustive amount of tables and results had another advantage of being thought of as less biased, and was therefore deemed acceptable and useful by local actors as well.

Read about the findings and conclusions from the profiling exercise in Sittwe, Myanmar.

www.jet.jips.org/phase/validation-reporting-and-dissemination
The profiling report should be transparent about the methodology used

This serves two purposes: it enables proper discussion and use of the data, and it also opens the process up for critique from the international and local research community, which is imperative for improving the practices in profiling and data collection on displacement overall. Being clear in the limitations of the methodology in the profiling report of the compromises made, for instance not capturing certain hard-to-reach or remote areas due to security concerns, enables data users to be reassured that there was significant consideration of field realities and they have the information they need to evaluate for themselves the quality of the data. Often overlooked but very important is including a discussion of the analysis process for the same reason and to show the collaboration that enriched the results.

Profiling recommendations are more relevant if developed collaboratively

Recommendations for a profiling exercise should be:
› Linked to the evidence that informs them;
› Realistic and as specific as possible;
› Directed to a specific audience (i.e. spell out which recommendations are relevant to which organisations or groups, such as directing housing tenure policy suggestions to the government ministry responsible for those issues).

The aim of a profiling exercise is never the report as such, but that the findings are agreed-upon and used. If the profiling report gives the context actionable and agreed-upon evidence to meet the objectives, then it has done its job.

Feedback to and discussion with communities needs to be incorporated into the profiling process

Another often-overlooked element in profiling is communicating the profiling results back to communities. This not only helps to “ground-truth” the information by hearing whether it is indeed reflective of their experiences, it also brings the data to arguably its most important audience: the displaced communities themselves. This gives them the opportunity to use the findings. Other benefits include demonstrating appreciation for the time the displaced communities spent in answering questionnaires, and showing transparency on behalf of the profiling partners who will likely be working with those communities in the future.
Some methods for discussing with displaced communities were tested in Sittwe, Myanmar (2017), with positive results. These included workshops in IDP camps to understand how people preferred to learn about the information and then concluded with a series of skits depicting the results of the profiling and captured through short videos that were later shown in local cafes and shops.

Making the data available publically is critical

This is important for avoiding duplication, and increasing transparency and the use of the data. Having this discussion early on in the profiling process, even during the objectives-planning stages such as through a data-sharing agreement, helps to highlight the benefits of data-sharing over the potential risks. Crucial to publishing the raw data, however, is ensuring that all personal data is taken out, with any potentially identifying variables such as location deleted. The Protection Information Management (PIM) Initiative is developing guidelines for data protection and data sharing agreements.

Debriefing about the process helps to improve future profiling exercises

Profiling as a process for data collection is a growing practice with many opportunities for learning. By debriefing both in-country with profiling partners and at the international level, the community of profiling practitioners can benefit from the lessons learned and profiling can be opened for critique by outside actors. This is essential to a transparent data collection process and the continued building of an evidence-base for displacement situations.

For more on this topic, check out the relevant chapters in the 2017 JIPS Conference report.
What are the background concepts I need to know?

**Validation**

Endorsement by partners at a political level. The confirmation that the partners agree and are willing to defend the findings are stated in a report.

**Dissemination**

Various activities intended to raise awareness around a product, project or message. These may include various channels for communicating, such as:

- **Events** to launch the report in-country as well as at global level
- **In-person presentations** to specific stakeholders
- **Digital communications and/or campaigns** through your own or partner websites, social media platforms, your newsletter, personal mailings, etc.
- **Videos** to convey the report content and share key profiling findings and recommendations, e.g. with communities and/or wider audiences