

# STRATEGIC VISION 2026-2030

Support Humanitarian Aid and International Development actors and strengthen the empowerment of local stakeholders through fair, effective, and context sensitive field driven data management



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For the past 20 years, CartONG has built strong technical, methodological, and strategic expertise in data management to support Humanitarian Aid and International Development actors. The Strategic Vision 2026–2030 reaffirms both our values and our technical expertise in a rapidly evolving sector.

The year 2025 marks a pivotal moment. The Humanitarian Aid and International Development sector faced a profound paradox: a dramatic decrease in funding alongside rising operational needs in numerous contexts.

This new strategy not only reinforces our technical added value, but also acknowledges major transformations reshaping the sector, including the priorities set by the “**Humanitarian Reset**” launched in early 2025. It also reasserts CartONG’s longstanding commitment to the localisation of humanitarian support and to the production and use of contextualised data—through direct support to local and national organisations and through more equitable and sustainable partnerships with technical actors in the Global South.



## Our values

HUMAN-CENTRIC  
AUTONOMY  
COLLABORATION  
ADAPTABILITY



GIS and data  
visualization



Mapping



Web applications



Data collection



Needs assessments  
and information  
management strategies



## Our expertise

# WHAT IMPACT ARE WE PURSUING OVER THE NEXT FIVE YEARS?



**To support Humanitarian Aid and International Development actors and strengthen the empowerment of local stakeholders through fair, effective, and context sensitive field driven data management.**

With this Strategic Vision, CartONG sharpens its focus on the sector by continuing to provide technical, methodological, and strategic data management support to all humanitarian and development organisations. We firmly believe that fair, efficient, and sustainable data management is only possible when grounded in field realities

and local knowledge. Accordingly, we aim to work closely with all actors involved in the data production chain—ensuring respect for rights and avoiding the imposition of solutions disconnected from local and national contexts.

**By 2030,  
CartONG strives to:**

**Increase the effectiveness** of interventions in a context of reduced funding and growing needs.

**Ensure the sustainability** of data management systems adapted to operational realities.

**Strengthen the empowerment of local stakeholders—civil society organisations, local authorities, community structures, and technical actors—to promote sustainable interventions built on contextualised data.**



# CartONG, Strategic Vision 2026–2030

## FOCUS 1

Mobilizing our expertise to transform data management practices within the international aid sector



## FOCUS 2

Sharing and strengthening knowledge in data management



## FOCUS 3

Building alliances to promote inclusive and localized data approaches



# FOCUS 1



## IN AN EVOLVING SECTOR, MAKE CARTONG'S EXPERTISE AVAILABLE TO TRANSFORM THE PRACTICES OF HUMANITARIAN AID AND INTERNATIONAL DEVELOPMENT ACTORS ACROSS THE DATA MANAGEMENT CYCLE

CartONG's teams—both volunteers and staff—will continue to provide tailored technical support through robust methodologies and deep, context driven needs assessments. This first strategic focus reflects our technical vision and rests on three pillars:

Offer operationally relevant solutions tailored to each partner.

Co-design needs assessments with our partners.

Strengthen ownership and sustainability of technical solutions through customised capacity building tailored to each partner.

### OBJECTIVE 1

#### Enable the empowerment of our partners through tailored technical data management support

CartONG mobilises its full spectrum of technical expertise—including data collection, mapping, GIS, data visualisation, and web mapping—to design and deploy solutions adapted to each partner's needs. Whether selecting an existing tool or developing a new one, we combine technical, methodological, and strategic perspectives to deliver support that addresses immediate operational challenges while building long term internal capacity.

### OBJECTIVE 2

#### Co-construct adapted, context driven responses based on a thorough understanding of partner needs

Co-construction lies at the heart of our approach. Through diagnostic methodologies, participatory workshops, and iterative testing, we develop practical and sustainable solutions aligned with partners' priorities. Our teams embrace a critical, collaborative mindset: they question assumptions, analyse constraints, and anticipate sectoral evolution to ensure real operational impact.

### OBJECTIVE 3

#### Strengthen the skills of humanitarian aid and international development actors

CartONG supports actors throughout the entire data life cycle—from needs definition and planning to collection, cleaning, storage, analysis, visualisation, archiving, or deletion—while integrating ethical considerations at every step. Through training, mentoring, and support hotlines, we enable organisations to take ownership of tools and methodologies and embed sustainable practices in their internal operations.



## FOCUS 2



## SHARE AND SHOWCASE KNOWLEDGE TO STRENGTHEN DATA MANAGEMENT PRACTICES ACROSS THE SECTOR

CartONG has become a key resource centre for data management within the sector. Over the next five years, we will continue to:

Expand and enrich our online Resource Centre.

Disseminate its content widely and strengthen peer-to-peer exchanges.

### OBJECTIVE 1

**Develop the online Resource Centre into an indispensable reference, accessible and at the service of humanitarian and development actors**

CartONG offers a unique, free, bilingual (English/French) resource centre providing content tailored to all humanitarian and development actors—from local organisations to international NGOs and donors. We will continue to feed it with practical materials, methodological guides, case studies, and field feedback, ensuring regular updates and high relevance.

### OBJECTIVE 2

**Promote and disseminate knowledge and good practices in data management**

We believe that strong data management capacity and a solid data culture are key drivers of empowerment and efficiency. CartONG will therefore continue to democratise access to knowledge, promote best practices, and foster stronger ownership of data issues across the sector. This involves proactive dissemination, the creation of collaborative spaces (e.g. webinars, public courses), and the facilitation of communities of practice.



## FOCUS 3



### BUILD ALLIANCES WITH COMMITTED STAKEHOLDERS TO PROMOTE LOCALISED, INCLUSIVE DATA MANAGEMENT APPROACHES AND STRENGTHEN COLLECTIVE IMPACT

A localised approach to aid—particularly to data management—is more critical than ever. The third strategic focus aims to:

Contribute to the momentum of the **Humanitarian Reset** by promoting a collaborative, localised, and inclusive Humanitarian Aid and International Development sector.

Pool expertise and resources with committed organisations (“humanitarian to humanitarian” support organisations for instance, other NGOs, local partners) to increase the effectiveness of technical support.

Advocate for data management practices centred on **local actors and communities**, promoting transparency, trust, and operational efficiency.

#### OBJECTIVE 1

##### **Pool the expertise of H2H actors to strengthen collective efficiency**

In an increasingly competitive funding landscape, the sector is undergoing major structural change. Collaboration among support organisations has become essential. CartONG—faithful to its collaborative DNA—intends to expand partnerships and alliances, clarify complementary expertise, and reinforce trust through framework agreements and joint project development. This also involves diversifying partnerships with a wider range of local and national actors, always in a peer-to-peer approach.

#### OBJECTIVE 2

##### **Promote local data management for a relevant and sustainable response**

A localised approach is crucial for producing reliable, sustainable information. By placing local actors and communities at the centre of data collection, analysis, and use, we foster trust and ensure that solutions reflect real needs. This objective includes documenting our localisation focused projects, prioritising representation in relevant networks and events, increasing external communication to illustrate our work, and supporting partners’ adoption of localisation practices.



# WHY CHOOSE CARTONG?

High quality, well used data is essential for effective, sustainable, and context sensitive interventions. With 20 years of expertise across the entire data management cycle—rooted in a strong geospatial tradition and supported by committed staff and volunteers.



**CartONG,**  
offers:

**Reliable, operational data management solutions** that minimise errors, reduce information loss, and support informed decision making.

**Relevant, contextualised analyses** that strengthen the relevance and effectiveness of interventions.

**More autonomous teams** through capacity building and long term knowledge transfer.

**A clear strategic vision** to help organisations prioritise needs and align technical choices with institutional objectives.

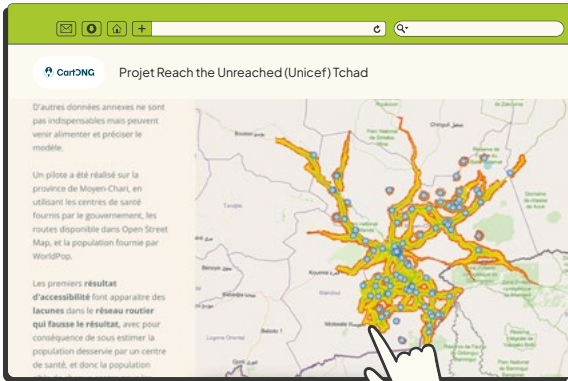
**Solutions and processes adapted to available resources**, grounded in a tool agnostic approach that ensures impartial, needs based selection of technologies and is built to last.

**Responsible, secure data management**, essential for protecting populations, complying with international standards, and maintaining donor trust.



# LEARN MORE ABOUT CARTONG

## Discover one of our GIS projects:



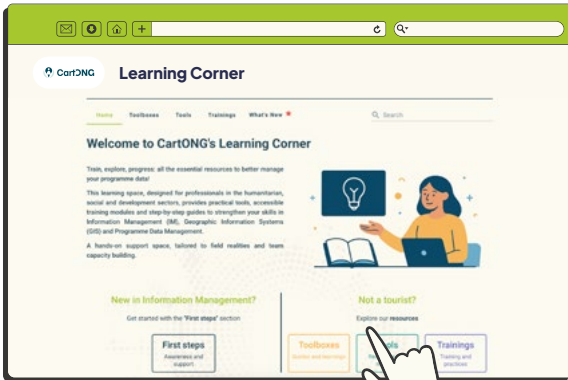
Click on the image to open the link!

## Explore one of our information management projects:



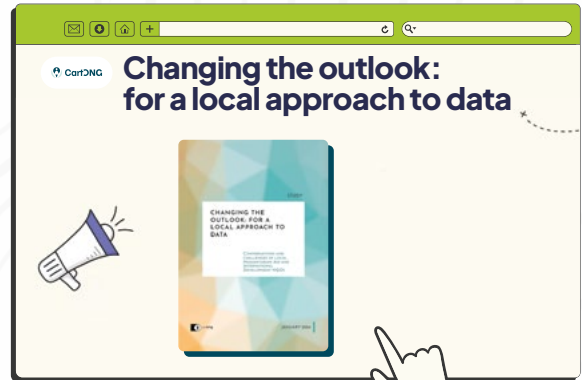
Click on the image to open the link!

## Explore the Learning Corner:



Click on the image to open the link!

## Discover the study on localized data approaches:



Click on the image to open the link!



**LOCALISATION**



**COLLABORATION**



**INCLUSION**



**EFFECTIVENESS**



**SHARING**



**SUSTAINABILITY**



**CartONG**

Leverage data  
Empower organizations  
Enable change

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