

Strategy for Change: 2021-2023

Our Vision	Our vision is a world of better health for all people where decisions about health and care are informed by high-quality evidence			
Our Mission	We are an independent, diverse, global organization that collaborates to produce trusted synthesized evidence, make it accessible to all, and advocate for its use			
Key Principles	COLLABORATION Underpins everything we do locally and globally	RELEVANCE The right evidence at the right time in the right format	INTEGRITY Independent and transparent	QUALITY Reviewing and improving what we do, maintaining rigour and trust
Our Goals	GOAL 1: Producing trusted evidence To produce trusted and timely synthesized evidence addressing the most important questions for health and care decision making	GOAL 2: Advocating for evidence To be a leading global advocate for evidence-informed health and care	GOAL 3: Informing health and care decisions To inform health and care decisions by making our evidence accessible, usable, and available to all	
Objectives for Change	We will deliver Goal 1 by: 1. Delivering timely, high quality responses to priority global health and care questions, which the users of our evidence help define 2. Streamlining production of reviews and simplifying editorial systems and processes	We will deliver Goal 2 by: 3. Advocating for evidence-informed decision-making and integrity in research, including by pursuing high-impact partnerships and activities	We will deliver Goal 3 by: 4. Making all Cochrane Reviews Open Access by 2025 at the latest without placing the financial burden on review authors 5. Improving user experience by increasing the accessibility and usability of our products	
Enabling Objectives	Our Objectives for Change will be enabled by:			
	Improved efficiency	Reducing editorial and production complexities, and simplifying organizational structures to support the global collaboration that is key to Cochrane's work		
	Sustainability	Realizing our Open Access ambitions by moving towards a new organizational business model that reflects expanded fundraising and delivers long-term sustainability for the whole organization		
	Increased awareness and impact	Increasing the visibility and profile of Cochrane globally; demonstrating our value and impact to decision-makers and funders; and meeting the needs of future generations		
	Enhanced accountability	Strengthening communications and engagement with Cochrane members, supporters, staff and beneficiaries; improving diversity and inclusion; and making a commitment through the evidence we produce and how we collaborate to addressing global health and care priorities and reducing health inequities		

Approved by Cochrane Governing Board, June 2021