



*At the heart of  
Africa's transformation*

Research. Strategy. Evaluation.  
Strategic Communications.

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# About ADRES Group

We are a regional consultancy firm headquartered in Nairobi, working to improve the quality of Africa's growth by transforming how the international development sector innovates, learns and improves. We partner with clients in four focus areas, research, strategy, evaluation and strategic communications. We help identify highest-value opportunities with a positive impact on Africa's real economy.

With our extensive networks of researchers, monitoring and evaluation specialists, development economists, policy analysts, development communication specialists and think tanks across Africa and the world, we are at the heart of Africa's transformation.

We help our clients to strategise, evaluate, implement, communicate, generate and use rigorous evidence to have meaningful impact to Africa's real economy.

# Our Focus Areas



To deliver on our promise of positively impacting on Africa's people, ADRES Group is structured into the following focus areas:



## Research

Through research, we aim to shape evidence-based policy for quality and inclusive growth in Africa.

Our research areas include:  
Economics, Finance and Aid, Climate, Environment and Natural Resources Governance, Politics and Institutions, Poverty, Inequality, Conflict, Risk and Humanitarianism, Demography, Financial inclusion, Health Education, Regional Integration and Trade.



## Strategy

We help businesses, organizations and governments in Africa design, develop and implement strategies in order to achieve transformative impact.

Our strategy services include:

- County Development Plans
- National Development Plans
- Regional Development Plans
- Organisational Strategies
- Investment Plans



## Evaluation

We apply evaluation to design, clarify, develop and summarise programs across the African development cycle. We believe good evaluation helps us to deepen our analysis by offering in-depth evidence-based guidance for improving interventions.

We evaluate County Development Plans, National Development Plans and Regional Development Plans.

ADRES has a regional and global footprint and expertise in research, strategy, evaluations and communications. Our experts are located in over 31 countries in Africa and beyond...



Headquartered in Nairobi, we deliver high quality research, analysis, and training to inform evidence based policies in Africa.



We monitor and evaluate what works, where and why to drive more effective use of resources.



## Strategic Communications

We craft convincing narratives and focused messaging which we use to create compelling content.

And we deliver this content to inform and persuade the audiences that matter from employees, customers and regulators, to the media and influencers around the world.

We design and deliver communications strategies for some of the world's highest profile organisations, governments and individuals.



We continue to help leaders in Africa to research, strategise, evaluate and communicate their strategic visions and improve their social impact.







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