## Butterfly

## **About the research**

* Give a simple summary of the research methods
* Provide milestones and timelines, including when results will be available.
* Name study countries/ communities/ locations

## **About the research team**

Give the name of the PI and their affiliation plus the names of partner organisations / other key names.

If there is a compelling background to the partnership that helps evidence your credibility as a research team or your qualifications to produce the evidence– summarise it, if you have space.

## ***[Call to Action]***

*If you want stakeholders to do something specific or contribute to the research (for example: “Join our mailing list”) include a call to action - clearly state how the reader can follow up. If not, delete this section.*

## **Contact / learn more**

* Contact name, job title + email address/phone
* Project URL

Include a relevant image and photo credit.

## **[Headline]**

*Headline: “Hook” that grabs the interest of the potential reader.* Use a simplified/plain English version of the study title, or of the most pressing research question as a headline. For example:

* Tackling malnutrition in children under five: a study in South Sudan
* How can we better tackle malnutrition in children under five?

Then summarise the research project as briefly and compellingly as you can. Try this format: *This research project seeks to answer/ discover/ evaluate/examine x in order to deliver [impact].*

## **Expected outcomes**

This is your chance to persuade people your research is important. Remember to focus on the public benefits as well as the academic value. Some example statements:

* *The study aims to inform [specific policymakers] on x or produce recommendations on y*
* *The study will help us better understand why x happens*
* *The study is intended to help policymakers in understanding the needs of [beneficiaries] who face x*
* *The study will produce a toolkit to assist [research users] to do x in order to improve health/wellbeing for y*

## **Background**

*Why this research? Why now?*

Give a summary of the problem at hand (the real- world humanitarian problem including the people whose lives are affected by it).

Explain why both more evidence, and your specific study is required in this context.