



The DMERL Best Practice Standards in the Project Management Cycle

The American Red Cross believes that to deliver relevant, effective humanitarian assistance, there are best practice Design, Monitoring, Evaluation, Research and Learning (DMERL) actions that should be done for every project. The Framework clearly identifies these actions within each project management (PM) phase. These ten actions are known as the DMERL Best Practice Standards.

PM Phase	Best Practice Standard
DESIGN	<ul style="list-style-type: none">1: Design is informed by evidence, including Protection, Gender, and Inclusion (PGI) analysis.2: Design is based on clear logic and includes program assumptions and Theory of Change (ToC).
PLAN	<ul style="list-style-type: none">3: A comprehensive Monitoring, Evaluation and Learning (MEL) Plan is developed based on a ToC.4: Every new project has a comprehensive project plan.
MONITOR	<ul style="list-style-type: none">5: Milestone and key performance indicators (KPI) data is collected, reported and used for project management.6: Community Engagement and Accountability (CEA) activities are implemented according to the project plan, fit for purpose and responsive to the needs, perspectives, and concerns of the community.7: Project risks are mitigated, issues are managed, and all change requests are documented.8: Learning activities are completed as per the MEL Plan, documented and projects are adapted.
EVALUATE	<ul style="list-style-type: none">9: All projects must be evaluated using a common evaluation framework or justification documented as to why not.10: Every evaluation has a Management Response Plan (MRP) addressing evaluation results and they are acted upon and documented.