

GBEND Tech Frontiers Showcase



Policy Atlas

Transforming public policy design with agentic AI

What it does

Policy Atlas puts evidence at the heart of policy decisions. It uses AI-powered, systematic review-style searches across more than 430 million academic and policy documents to investigate any policy question. It then helps policymakers turn that evidence into briefings with verified citations, theories of change and other outputs tailored to real policy tasks, such as scoping intervention options, scrutinising proposals and making spending decisions.

When to use it vs when not to use it

Use it for a fast, defensible snapshot of the global evidence on a policy question, and to identify which policy interventions are well evidenced and impactful. Don't use it for instant answers - an evidence search takes around 15 minutes to an hour, depending on thoroughness - or for real-time data, news or working with internal documents.

What you need to run it

Policy Atlas is easy to use. It conversationally guides the user from a rough question to a refined research query, scope, filters and screening criteria.

The tool is open source, so teams with technical capacity and access to the required APIs can also deploy it themselves.

Worked example

A user starts by entering a basic query, for example about “reducing the number of young people not in education, employment or training”. Policy Atlas refines this into a more specific research question and proposes a scope, including publication dates, geographies and screening criteria. The user accepts the scope and starts the evidence search.

The output is a report in which each claim is cited and linked to a specific quote from the original source. The user can then create a shortlist of preferred intervention options, run an options appraisal and drill down into the theory of change for specific options.

Our current pilots with 80+ users across five UK government departments confirm demand for such a tool. Users describe the current version of Policy Atlas as “a huge time saver” and identify its combination of academic and grey literature as “a unique selling point”.

Cost and access

The tool is currently in closed beta testing. You can apply to the waitlist at

<https://policyatlas.uk/>

What's coming next

We have launched the evidence search capability and are now building on it to add options appraisal, theory of change modelling, value-for-money analysis and stakeholder mapping.

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AVA

Research you can check. Evidence you can use.

Institute for Economic Development | Developed with Nouswise

01 What AVA does

AVA is an AI research assistant for development and behavioural teams. It synthesises curated World Bank and selected partner research and helps you draft briefs and summaries. Follow citations to the supporting source passages and check the evidence for yourself.

02 When to use it — and when not

Use it to explore a topic, compare findings across settings, draft a source-linked brief or check a claim.

Not a replacement for current statistics, a systematic review or local behavioural diagnosis. Check sources and fit to your context. A library gap does not mean no evidence exists.

03 What you need

A browser, internet and an account. No coding: sign in and ask in plain language. The public research library is already provided.

60+ languages, including Arabic, English, French, Portuguese and Spanish. Check technical terms in translations.

04 Worked example

Investigating low take-up of a savings programme

ASK “What barriers to saving are discussed in the library? Compare the settings studied and cite the supporting pages.”

CHECK Open the cited passages and compare the settings studied.

USE Draft an evidence note and questions to investigate locally.

05 Cost and access

Public AVA is free, including outside the World Bank.

Register: wbginstitute.org/ava

A dedicated organisational library or tailored workflow would need separate scoping, permissions and funding.

06 What is coming next

In development: expert-designed workflows that guide recurring tasks from evidence to a reviewed output.

We also want to test whether these tools improve work quality and inform decisions, not just increase usage.

Could AVA help your team use its own evidence?

Let's explore a shared GBEND library or a dedicated organisational version.

07 Contacts

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Run *thousands* of in-depth interviews in *days*.

35X FASTER INSIGHT | 3-10X LOWER FIELDWORK COST | 70+ LANGUAGES | 100+ COUNTRIES

Surveys can tell you what is happening across thousands of people. In-depth interviews reveal why, but traditionally take weeks or months. HumanTruths removes that trade-off, using Voice AI to run thousands of in-depth interviews in days and uncover the beliefs, barriers, trust dynamics and social norms driving behavior.

WHAT IT DOES

HumanTruths runs **in-depth, AI-moderated voice interviews** by phone, WhatsApp, Telegram and web. The AI interviewer asks open- and closed-ended questions, probes naturally and clarifies responses. Each conversation is automatically transcribed, translated, structured and coded, turning hundreds or thousands of voices into **quantitative & qualitative measures, with deep behavioral insight**. Human Analysts quality-check interviews and validate findings.

WHEN TO USE IT, AND WHEN NOT TO

Use it when you need to understand not only what people do, but why, at scale: uncovering barriers, motivations, trust, social norms or lived experiences; reaching diverse populations; or getting evidence quickly enough to inform a program or intervention. It is not the best fit when research depends on direct observation, requires in-person safeguarding, participants cannot reliably be reached remotely, or the objective is a small number of deeply ethnographic interviews.

WHAT YOU NEED TO RUN IT

For participants, **a standard phone is enough** for phone-based studies, no smartphone, app or internet connection is required. For research teams, HumanTruths can start from a research question or existing instrument. We support study design, AI interviewer configuration, localization, fieldwork, quality assurance and analysis. **No AI engineering capacity is required.** HumanTruths currently supports 70+ languages across 100+ countries, with conversational quality validated for each study context.

GATES FOUNDATION KENYA CASE STUDY | 1500 INTERVIEWS ON VACCINE HESITANCY IN 5 DAYS

In a Gates Foundation-supported study with Harvard University and Busara, HumanTruths conducted **1,500 ~25-minute interviews in 5 days, more than 625 hours of community conversation in less than a week.**

In an **800-person head-to-head study, AI voice interviews performed as well as human interviewers, and on some measures, slightly better.** Participants reported comparable levels of respect, feeling understood and overall satisfaction, with no statistically significant differences between AI and human-led interviews.

COST & ACCESS

AI fieldwork, transcription and translation, is approximately **US\$6–11 per completed interview (depending on the recruitment channel)**, including AI interviewing, transcription, structured data, dashboard access, Human Analyst quality checks and a deck-ready report. Participant incentives and specialized recruitment are additional. Fully managed behavioral research is quoted by project.

WHAT'S COMING NEXT

HumanTruths is expanding from **listening to action**: deeper localization for low-resource languages, workflows combining phone and in-person research, and voice agents that can respond to identified barriers with personalized information, reminders, referrals and behavioral interventions.

The goal: shorten the cycle (listen → understand → act) from months to days.

**See the
unseen.**

**Test the
untested.**

**Decide with
clarity.**

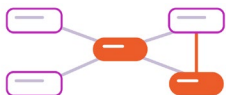
Development practitioners are often need to **make linear decisions in a non-linear world**. The systems they work with (health, economic development, peacebuilding, climate adaptation, etc.) may interact in ways existing tools don't capture.

SystemFlow turns your data and expertise into a simulation model: a digital sandbox to find and test interventions **before you commit**. It researches a topic and context, vets high-quality evidence, and generates a behavioral or system map with detailed citations in 15 minutes.

01 SEE

Make invisible logic visible.

Map the factors and people that drive your outcomes, the pathways they travel, and the feedback loops that connect them.



SYSTEM MAP

02 TEST

Build portfolios that reinforce one another.

Run impact projections across scenarios to see how strategies play out, alone or combined, before you commit resources.

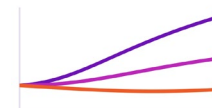


OUTCOMES COMPARED

03 DECIDE

Choose strategically.

Compare outcomes side by side (e.g., impact, equity, cost) with practical recommendations for interventions.



SCENARIOS OVER TIME

EVIDENCE-BASED CAUSAL MODELING

Expand your theory of change into a live simulation with auditable results and research citations. No black box.

AI AND HUMAN SUPPORT

Build the model yourself, use our AI tools, or have our team work with you end to end. You own the model.

PARTICIPATORY PROCESS

Collaborate with stakeholders to build a shared understanding of a challenge and its solutions: even in data-scarce settings.

BEHAVIORAL SYSTEMS AT WORK: Examples of some of our prior models

Haiti Qualitative mapping & analysis

Improving factory grievance committees

System mapping and behavioral diagnosis with diverse stakeholders located leverage points where small changes in grievance pathways and accountability shift the whole system.

Sudan Participatory causal model

Sustaining local peace initiatives

Modeled how local initiatives, economic development, and social cohesion drive durable peace -- and how isolated efforts can destabilize it through negative feedback loops.

Guatemala Detailed microsimulation

Strengthening the GBV response system

With 80+ stakeholders we mapped the feedback loops sustaining harm in gender-based violence response and built a microsimulation to sandbox-test reforms across the health and legal system.

Facing multi-level, complex challenges?

Chat with us about a problem you're struggling with, get a demo of SystemFlow, request a trial, or setup a collaboration with our team.



Electric Twin

Synthetic audiences for testing messages, policies and ideas

What the tool does

- Turns survey data into a synthetic version of a real population. Every respondent becomes a persona you can go back and question whenever you want.
- Users ask questions, test messages and compare variants in minutes, and get answers as a distribution across the population rather than a single view.
- Built for non-specialists. It runs in a browser, with no coding, no fieldwork and no panel.

When to use it, and when not to

- Use it to test and iterate communications before they go to trial, to answer an urgent question in a day rather than six weeks, to get more out of survey data you already hold between waves, and to reach populations that are expensive, slow or unsafe to survey again.
- Do not use it as the headline statistic in a published report, or anywhere a regulator or court needs a real sample.
- Do not use it on fast-moving topics. There is a latency to the data and simulated people do not know this week's news.

What you need to run it

- Data. Respondent-level survey data works best. We can advise on aggregated crosstabs, and we often hold nationally representative samples where you have nothing of your own.
- Technical capacity. None. We onboard users in one or two sessions and run a shared support channel through the pilot.
- Language. English interface today, and audiences can be built from data in other languages.
- Time. Onboarding a dataset takes days, not weeks.
- Governance. A data processing agreement as standard, ISO 27001 achieved and SOC2 certification in progress, and an independent AI ethics advisory board.

Worked example: The Times, News UK

- The Times built synthetic audiences from its own subscriber research and now runs them across three teams: product, marketing and commercial.
- Research volume is ten times what it was, on the same insight headcount and with no extra fieldwork. Answers come back in days rather than weeks.
- Accuracy was checked by holding back a tenth of a 642,000-strong subscriber panel. The synthetic audience matched real panel responses 92% of the time, against roughly 93% for traditional research. That validation is what built internal trust.
- Uses run from testing product concepts and campaign copy to naming a new business podcast, where one of four candidate names tested far better with the target segment than with readers at large.

Cost and access

- A licence with user seats, accessed through a browser. Most organisations start with a paid pilot of a few months on their own data, then move to an annual licence.
- Price depends on the datasets, the number of users and where the platform is hosted.
- We are happy to discuss terms for public bodies and development organisations.

What is coming next

- Multimodal capability with extensive evaluation now completed and product in beta now.
- Confidence scores by answer and by segment, so users can see where an audience is on solid ground and where it is not.
- More of the research run by the platform itself, through an autonomous research agent. Replicating in 25 mins what a research agency would have previously completed in months.

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The Atlas of Behavior Change in Development (ABCD)

ABCD is an AI-based platform that is democratising behavioural science in the way Canva democratised design. Its AI tools let development organisations, funders and government agencies analyse their programme documents, training materials and IEC materials from a behavioural standpoint, get evidence-backed, context-specific recommendations for improvement, and create enhanced versions of them in a matter of hours, whether or not they have a behavioural scientist on the team.

What it does

- › **Behavioural analysis:** reviews proposals, MEL frameworks, SOPs, curricula and campaign materials against established behavioural frameworks and a curated behavioural evidence base in minutes, returning verdicts and evidence.
- › **Behavioural recommendations:** prioritised, context-aware recommendations that take into account national and state rules, the realities of frontline worker cadres, region- and topic-specific behavioural barriers, literacy levels and organisational guidelines.
- › **Behaviourally robust recreation:** creates enhanced versions of the analysed materials, with the recommendations applied.
- › **Behaviourally smart deployment:** deploys multi-month adaptive nudge protocols and learning journeys for different segments of frontline workers and service providers through our platform, with the ability to carry out RCTs, collect data, and integrate with external APIs such as weather APIs.

When to use it, and when not to

- › ABCD's tools are meant to be used across the programme lifecycle: Behavioral Due Diligence at the strategy, funding and evaluation stage; Training Material Enhancement and IEC Enhancement at the design stage; and Behavior Coach at the deployment stage.
- › ABCD is not meant to replace primary or formative research.

What you need to run it

- › ABCD runs on the cloud. The ABCD team configures accounts for organisations interested in trying it, who can then log in and test key functionality for their own topics and geographies. The team helps onboard users and provides support in the first few weeks.
- › All you need is a laptop and an internet connection.

Worked examples

- › ABCD is in use at scale in India by the Gates Foundation, WHO India, Piramal Foundation, FOGSI and Hindustan Unilever Foundation, among others, and has redesigned guidelines, curricula and IEC materials now going out at population scale, including a six-day induction curriculum for 11,000 staff nurses in Bihar and materials carried by 20,000 ASHAs running mass drug administration in Bihar and Jharkhand.

Cost and access

- › ABCD is offered as an annual contract. Fees include hands-on assistance from the ABCD team and are agreed against each organisation's goals and intended scale.
- › We are happy to provide up to two months of free pilot access to interested organisations.
- › GBEND members who would like to try the platform can get in touch with our team directly.

What is next on the product roadmap

- › **Generation of training and IEC materials (October 2026):** create new, behavioural-evidence-based training decks, capacity-building job aids and IEC materials from scratch.
- › **Guideline and capacity-building portfolio management (October 2026):** manage hundreds or thousands of guidelines and capacity-building materials in one place, audit them regularly, keep a continuous watch against new WHO, ministry and donor guidelines, flag what has gone out of date and create improved versions.
- › **Behaviour change systems maps (November 2026):** interactive causal loop maps that combine Donella Meadows' systems frameworks with COM-B, helping organisations visualise in real time how a behaviour flows or fails to flow across stakeholders, and where the key bottlenecks are.

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