The Campbell vision statement is ‘Better evidence for a better world’. Our mission is to contribute to a better and fairer world through evidence syntheses. We aim to achieve this by becoming the preeminent global source of evidence syntheses influencing societal change.

There are three goals at the core of Campbell’s strategy.

**Goal 1: Enhance the use of evidence syntheses for decisionmaking for a fairer and better world**

How we will achieve this:

1. Focus on global priorities including an emphasis on the UN Sustainable Development Goals
2. Develop global partnerships with people and groups including members of the public, practitioners, policymakers and the academic community to inform activities
3. Advocate for the use of high-quality evidence in decisionmaking at individual, local, national and global scales
4. Build the capacity of organisations and individuals to engage with and use evidence syntheses
5. Enhance the accessibility of evidence produced by Campbell
6. Enable Campbell to be recognised as the preeminent evidence synthesis source within the economic and social sector

**Goal 2: Generate evidence syntheses to create a broader body of credible and relevant evidence, to influence change**

How we will achieve this:

1. Increase the rate of evidence syntheses with an emphasis on evidence syntheses relevant to the UN Sustainable Development Goals
2. Build capacity within Campbell to undertake evidence syntheses across the research ecosystem
3. Support and drive methodological innovation in the development of high-quality systematic reviews
4. Continually enhance editorial processes to facilitate review production whilst maintaining quality

**Goal 3: Build a diverse, equitable and inclusive global community to maximise our impact**

How we will achieve this:

1. Enhance equality, diversity and inclusion across all activities within Campbell
2. Take action to increase involvement and engagement by people and organisations from low- and middle-income countries and the global south
3. Create a community to enable an inclusive and vibrant organisation which is shaped by the members, provides meaningful value to all those engaged in the collaboration, and recognises contributions fully
4. Strengthen Campbell’s organisational capacity and governance processes
5. Ensure Campbell’s financial sustainability and work, through a more diverse portfolio of funding, recognising the need for a fair and transparent funding model