

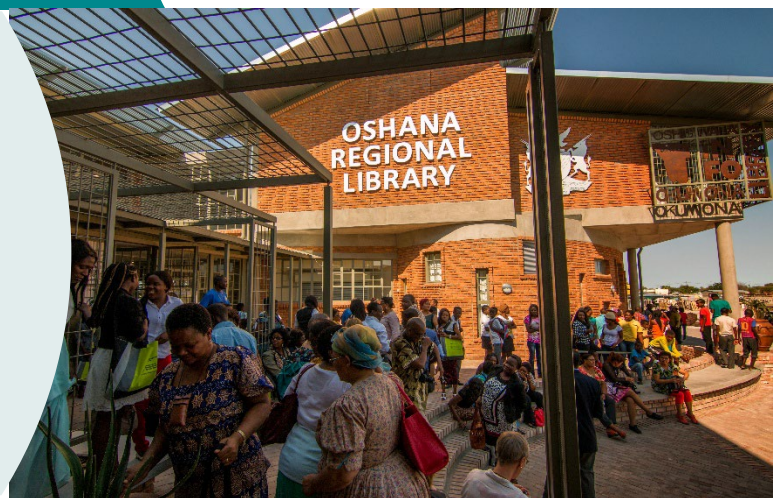
Building Social Trust for Stronger Communities



Overview

Globally, trust in public institutions and social cohesion are at historic lows. The 2023 Edelman Trust Barometer highlights a disturbing erosion of faith in government, media, and even interpersonal relationships. At IREX, we believe that **social trust is foundational to progress**. Without trust, communities struggle to solve problems, bridge divides, and build a better future.

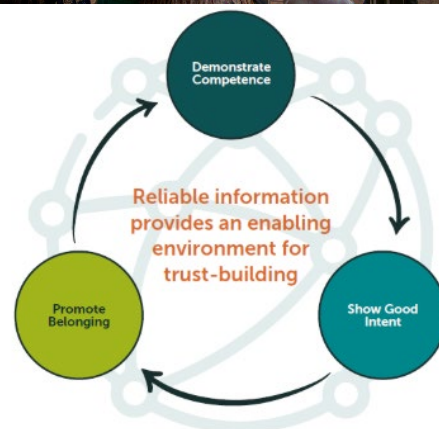
Our work directly tackles this growing crisis with a **proven, intentional approach to building trust** that resonates across sectors and geographies.



Our Trust-Building Approach

IREX cultivates trust with and alongside our partners by:

- **Demonstrating competence**
- **Showing good intent**
- **Promoting belonging.**



GLOBAL EVIDENCE AND EXPERIENCE

IREX's trust-building approach **draws from a broad base of interdisciplinary literature**, including literature on trust-building and human developmental science on belonging and identity, and is informed by extensive internal consultations with IREX teams working in dozens of diverse contexts. We have **synthesized proven strategies into practical tools** that reflect both **global best practices and locally relevant insights**. By embedding this evidence-based approach into program design and evaluation, IREX ensures that trust-building is not only intentional, but also measurable and adaptable to the complex systems in which we work.

TURNING INSIGHT INTO ACTION

IREX has extensive expertise working on trust-building work in many different contexts.

In **Ukraine**, our UNITY program supports a shared national identity through youth-led social cohesion efforts across diverse communities.

In **Moldova**, our Comunitatea Mea program strengthens public trust through citizen-informed budgeting and service delivery improvements.

In **Tanzania**, our Data Zetu initiative empowered local leaders to use data for better health outcomes, building trust through competence, inclusion, and transparency.

PRACTICAL TOOLS

We have developed multiple tools to strengthen our trust-building work, including:

The Trust & Public Officials Toolkit: A set of plug-and-play resources for training, communication, and participatory governance that include resources to help public officials map trust opportunities, plan strategic communications work, facilitate public participation, and build trust with underserved communities.

Tested Evaluation Tools: Qualitative and quantitative instruments to measure trust-building outcomes and improve program learning.

About IREX

At **IREX** we believe that lasting change is driven by people. Over the last 50 years, IREX has partnered with private and public sector organizations in over 120 countries to empower individuals, strengthen communities and create systemic change by investing in **education, leadership, access to quality information and inclusive institutions worldwide**. Our approach encourages people to learn from one another, build trust, and take action to improve their communities and address global challenges.