

# ALL GIRLS STANDING STRONG CREATING GLOBAL CHANGE.

## VALUES AND STRATEGIC PILLARS OF ACTION

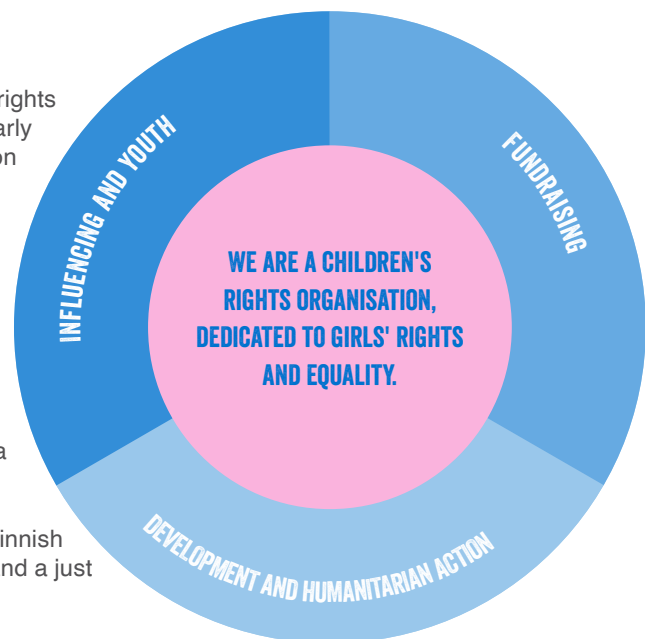
### Mission statement/Ambition

**W**e strive for a just world that advances children's rights and equality for girls. That's why we are particularly committed to improving the condition and position of girls in vulnerable situations. In particular, we focus on supporting adolescent girls in low-income countries as they face multiple discrimination e.g. on the basis of age and gender.

We are a global children's rights organisation that promotes equality, non-discrimination, and the meaningful inclusion of children and youth in all our work.

We are Finland's leading advocate for girls' rights and a strong ally of the gender equality movement.

We are an active influencer in Finnish society so that Finnish people can contribute to building a sustainable future and a just world for children in all their diversity.



### Guiding principles and values

In everything we do, we break down harmful gender norms and barriers to equality, inclusion, and participation.

Our operations are environmentally sustainable and relevant in addressing climate and ecological crises. As part of Plan International worldwide, we are committed to making a lasting impact on improving the lives of children and to working openly, transparently and in collaboration with partners. We contribute to developing the global organisation and help strengthen the capacity, role and decision-making power of programme countries.

We actively and open-mindedly promote our organisation's ability to learn and change with the world.

### Megatrends that influence our strategy

In particular, these global phenomena will influence our work and guide our strategic choices in this strategy period

- Ecological crisis
- Growing number of humanitarian crises
- Increasing inequality
- Combating and recovering from the coronavirus pandemic
- Polarisation of societies
- Record high number of young people in low- and middle-income countries
- Stronger gender equality movements
- Digitalisation and digital inequalities

## OUR STRATEGIC PRIORITIES 2022–2027

*In this strategy period, we will grow our expertise, strengthen our brand awareness, and increase our impact. We will therefore continue and expand our work on sexual and reproductive health and rights, youth inclusion and empowerment as well as climate justice. We will also further strengthen our humanitarian work, where our area of expertise is addressing the specific needs of girls in humanitarian crises. To increase our impact, we need to grow our revenues, our visibility, and our expertise.*

*The climate crisis is a question of equality and justice, as it exacerbates global structures that uphold inequality. It primarily threatens those who have not contributed to the crisis. Therefore in all our work, we will strengthen girls' capacity to adapt to the climate crisis, support young people's climate advocacy and reduce our emissions.*

### LEADING ORGANISATION IN SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS

- We will further grow our expertise and impact as an actor in development cooperation by promoting sexual and reproductive health and rights.
- We will increase our work for sexual and reproductive health and rights in the humanitarian context.
- Our goal is to be the go-to organisation working in development and humanitarian settings for sexual and reproductive health and rights in Finland.

### A STRONG ACTOR IN HUMANITARIAN CRISES

- We will scale-up our humanitarian work to increase our impact.
- We will increase our legitimacy as a humanitarian actor and address the immediate challenges to girls' rights in emergencies and long-term issues of gender inequality present in protracted crises and fragile contexts.
- We will advance gender equality and inclusion in our approach to responding to humanitarian crises.

### YOUTH ACTIVISM AND PARTICIPATION

- We will strengthen the agency and activism of young people in all our work, abroad and in Finland.
- We will work together with youth-led gender equality and climate movements.
- We will promote opportunities for young people to access education, to gain professional and financial skills as well as other important future skills.

## MONITORING AND EVALUATION OF THE STRATEGY

We regularly monitor the implementation of the strategy in the Executive Board and report to the Board annually. The strategy guides the annual plans made by the teams.

We will carry out an extensive mid-term review of the strategy with all personnel and board members midway through the strategy period.

## PLAN INTERNATIONAL

Founded in 1937, Plan International is a development and humanitarian organisation that advances children's rights and equality for girls. We strive for a just world, working together with children, young people, our supporters and partners to:

- Empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability.
- Drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face.
- Work with children and communities to prepare for and respond to crises and to overcome adversity.
- Support the safe and successful progression of children from birth to adulthood.

We see clear links between fulfilling children's rights, achieving gender equality and ending child poverty. Every girl and boy has the right to be healthy, educated, protected, valued and respected in their own community and beyond. We support these rights from when children are born to when they reach adulthood. We work to ensure that girls and boys know their rights, and have the skills, knowledge and confidence to fulfil them. This approach inspires and empowers children and communities to create long-lasting change.

Girls have the power to change the world. Our ambition is to work beside them and together take action. We operate in over 75 countries.

