



WFUNA STRATEGIC PLAN 2016 -18

GLOBAL CITIZENS FOR A STRONGER UN



wfuna

World Federation of United Nations Associations

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EXECUTIVE SUMMARY

WFUNA is the largest global network of people supporting and engaging with the United Nations. As a global nonprofit organization, we represent and coordinate a membership of 100 national United Nations Associations (UNAs) and their thousands of constituents. Guided by our vision of a United Nations that is a powerful force in meeting common global challenges and opportunities, WFUNA works to strengthen and improve the United Nations. We achieve this through the engagement of people who share a global mindset and support international cooperation – global citizens.

Recognizing the challenges facing the UN and in support of WFUNA's mission, five mutually reinforcing Strategic Directions have been adopted to guide WFUNA's work over the next three years.

Strategic Directions 1-3 are directly in line with the three main pillars of the UN, while Directions 4 and 5 reflect emerging strategic priorities for WFUNA.

1. **Peace and Security** focusing on the role of peace in the 2030 Agenda, the nexus between conflict prevention and peacebuilding, the emerging role of UN Peacekeeping, and the role of the UN Security Council in the 21st Century.
2. **Human Rights** focusing on awareness raising, education, and capacity building of United Nations Associations, civil society organizations and youth.
3. **Sustainable Development** focusing on the 2030 Agenda for Sustainable Development and the Sustainable Development Goals.
4. **Youth Empowerment and Participation** focusing on the importance of active global citizenship and meaningfully engaging youth in the work of the UN and WFUNA.
5. **Global Citizenship** focusing on education and the engagement of an inclusive range of actors, including students, members of civil society, businesses, and local governments.

WFUNA has identified a three-pronged approach for working with the Strategic Directions over the next three years. This approach entails strengthening WFUNA's institutional, representational and coordinating capacities, while at the same time stimulating the growth and capacity of national UNAs and their constituents.

This approach includes the following:

Education, awareness raising and capacity building

Policy development and advocacy

Multilateral cooperation and development programs

The main organizational implications of the 2016-2018 strategy will be solidifying partnerships and establishing long-term strategic alliances, establishing numerical goals within the strategy's timeframe, establishing a system for monitoring and evaluating WFUNA and UNA capacity and impact, and setting ambitious yet realistic fundraising targets.

INTRODUCTION

WFUNA enters its eighth decade in a world that is significantly different from the one that witnessed the birth of the United Nations in 1945. These shifts challenge the international community to develop new ways to respond appropriately and ensure that the UN is fit for purpose.

The United Nations faces monumental challenges including a staggering failure to deal with the largest humanitarian and refugee crisis since the United Nations' inception, instability throughout

much of North Africa and the Middle East, civil turmoil in many Central and Eastern African states, shrinking space for civil society, global and national inequality, and the negative effects of climate change.

Yet, in the face of these major challenges, the UN system has shown its ability to lead and deliver ambitious and transformative normative shifts. Most significantly, through the universal adoption of the 2030 Agenda for Sustainable Development, the UN made a powerful political statement that it not only intends to build on past successes, but it can also learn from its mistakes.

Notably, the cross-cutting nature of the 2030 Agenda offers the opportunity to unify the United Nations and strengthen an often divided institution. The recognition of the role of peace and human rights in the achievement of sustainable development, and the prioritization of crucial issues such as gender equality, climate change, global citizenship, accountable institutions, and access to justice, have the ability to make the 2030 Agenda the defining framework of the United Nations.

For the UN to deliver on its promises and address the many crises and challenges in the world today, stakeholders from each sector and from around the world will need to work together to unite their strengths. A recent increase in public opinion of the United Nations, coupled with the publicity of the 2030 Agenda, has resulted in an expanded group of non-government organizations prioritizing the work of the UN. WFUNA champions the active and meaningful involvement of civil society in their role as essential intermediaries for all citizens, especially the most vulnerable and marginalized. Amplifying the role of civil society at the UN and around the world has been central to WFUNA's work and will continue to be a priority through our international network of UNAs.

OUR DISTINCTIVE ORGANIZATION

Who We Are

We are the largest global network of people supporting and engaging with the United Nations. As an international nonprofit membership organization working for a stronger and more effective UN, we represent and coordinate a membership of 100 national United Nations Associations and their thousands of members.

Our Vision

A United Nations that is a powerful force in meeting common global challenges and opportunities.

Our Mission

We work to build a better world by strengthening and improving the United Nations through the engagement of people who share a global mindset and support international cooperation—global citizens.

What We Believe

We believe that peoples' involvement in all levels of local, national and global decision-making is essential in order to achieve the goals of the United Nations.

What we do

We pursue our mission through our Strategic Directions, which relate to the UN's three main pillars: peace and security, human rights and sustainable development, as well as WFUNA's organizational priorities.

We approach these Directions through three interrelated sets of strategies:

- Education, awareness raising and capacity building

- Policy development and advocacy

Multilateral cooperation and development programs

What we value

WFUNA's mission is grounded in our values:

Impact: We value performance and results. We set and hold ourselves accountable to high standards.

Respect: We listen to and learn from our constituents, partners, funders, and one another. We value diverse perspectives and strive to incorporate them in our work.

Empowerment: We believe in the power of knowledge and its capacity to mobilize human beings to create a better world.

Collaboration: We work as a team within WFUNA and with our partners. We share ideas and try to align our efforts with those of others who are dedicated to the goals of the United Nations.

Innovation: We seek original approaches for achieving our goals, taking advantage of creative communication for our outreach.

Passion: We are committed to making a difference. We strive for what can be; we do not settle for what is.

Partnerships

We actively collaborate with national United Nations Associations around the globe, which are our core constituents. We work together with the United Nations, civil society organizations, governments, philanthropies, universities, individuals and companies. Members of our team serve on various committees and advisory groups of leading nonprofit organizations, government agencies and the United Nations.

Theory of Change

If WFUNA inspires, empowers, and mobilizes people to take action as global citizens and to participate in its work, then the UN will work better as a whole. The result will be a United Nations that is stronger and more effective, and better able to be a powerful force in meeting common global challenges and opportunities.

STRATEGIC DIRECTIONS AND OBJECTIVES

WFUNA has been successful in establishing, informing and activating UNAs and their constituents to support the principles, values and activities of the United Nations through projects, campaigns, advocacy and educational activities. This Strategic Plan (2016-2018) is in line with WFUNA's mission and vision to expand the range and scope of these activities, to increase their quality and to take action and impact to the next level.

In refining the main issues to be addressed in the Strategic Directions, a number of factors were considered to identify the most useful approach. Guiding this selection was an assessment of the organization's strengths and weaknesses and an analysis of the most critical challenges facing the UN in the years to come. The directions are based on the consultations held during the WFUNA Plenary Assembly 2015 in Vancouver and reflect the "WFUNA Vancouver Declaration" outcome document.

Working with members, partners and other allies, WFUNA will strengthen efforts in pursuit of our Objectives, grouped here by the five Strategic Directions.

1. Peace and Security, with a special focus on the role of Peace in the 2030 Agenda, the nexus between conflict prevention and peacebuilding, the emerging role of UN Peacekeeping, and the role of the UN Security Council in the 21st Century

Objectives

Support engagement of stakeholders at all levels to continue to promote the role of peace in the 2030 Agenda.

Work to promote a renewed focus on preventing violent conflict and investing in peacebuilding, with a special focus on the role of youth as peacebuilders.

Work to promote active civil society engagement in the planning and implementation of UN Peace Operations.

Promote transparency and accountability in the UN Security Council, with a special focus on the more active inclusion of civil society.

2. Human rights, focusing on awareness raising, education and capacity building of United Nations Associations, civil society organizations and youth

Objectives

Empower civil society organizations and youth networks to advocate for human rights at the national and international level.

Build the capacity of United Nations Associations and the WFUNA Youth Network to engage effectively with the UN human rights mechanisms.

Promote awareness raising and education on human rights by United Nations Associations.

3. Sustainable development, focusing on the 2030 Agenda for Sustainable Development and the Sustainable Development Goals

Objectives

Promote the active engagement of civil society, including youth, in the implementation, monitoring, and follow-up and review of the 2030 Agenda.

Educate and raise awareness among civil society, young people, companies and UNAs about the 2030 Agenda and the SDGs, and their role in helping to achieve the Goals.

Promote multi-stakeholder partnerships for achieving the SDGs.

Monitor and disseminate information related to the implementation of the 2030 Agenda and the engagement of civil society.

4. Youth Empowerment and Participation, focusing on the importance of engaging youth in the work of the UN

Objectives

Educate young people in the values enshrined in the Charter of the United Nations and empower them to take action at all levels.

Build the capacity of the WFUNA Youth Network – through its UNA Youth Sections/Chapters and UN Youth Associations – to more meaningfully engage in the work of the UN.

Strengthen the UN Youth Delegate Programme and other youth participation mechanisms at the UN.

Ensure the inclusion of youth as a cross-cutting issue of all five Strategic Directions of the WFUNA Strategic Plan.

5. Global Citizenship, focusing on education and the engagement of an inclusive range of actors, including students, members of civil society, businesses, and local governments

Objectives

Educate individuals on the goals of the UN and the importance of global citizenship in working towards a stronger and more effective United Nations.

Coordinate and plan seminars, research papers, internships, conferences, curricula, camps and training programs that foster global citizenship for students of all ages.

APPROACH

In pursuit of its Strategic Directions and their Objectives, WFUNA has identified the following three-pronged approach:

Education, awareness raising and capacity building

- Building capacity among civil society, including young people, to think and act as global citizens and meaningfully engage with work at the UN from the local to global levels
- Facilitating the growth of the number of UNAs
- Building knowledge and capacity among UNAs and WFUNAs Youth Network
- Facilitating and supporting platforms and forums for collective action
- Developing a comprehensive organizational communications strategy

Policy development and advocacy

- Strengthening the enabling environment for people's participation in policy processes, including by promoting fundamental human rights and freedoms
- Connecting local voices and perspectives to a global institution
- Promoting greater transparency, accountability and inclusive participation in public decision-making, including at the UN
- Engaging the international community to build a stronger, more effective United Nations and take an active interest in global processes
- Working to create a United Nations capable of dealing with the realities of the 21st Century

Multilateral cooperation and development programs

- Coordinating activities at the national, regional and global levels
- Playing a convening role at the UN, providing opportunities for a multitude of stakeholders, including UNAs and youth, to contribute to strengthening the role of the UN worldwide
- Strengthening relations with the UN system and leadership, the diplomatic corps, and civil society

- Facilitating strategic partnerships with actors across sectors, including civil society, government, the UN and the private sector
- Implementing programs at the global, regional, and national levels in partnership with various multi-stakeholder actors, including UNAs