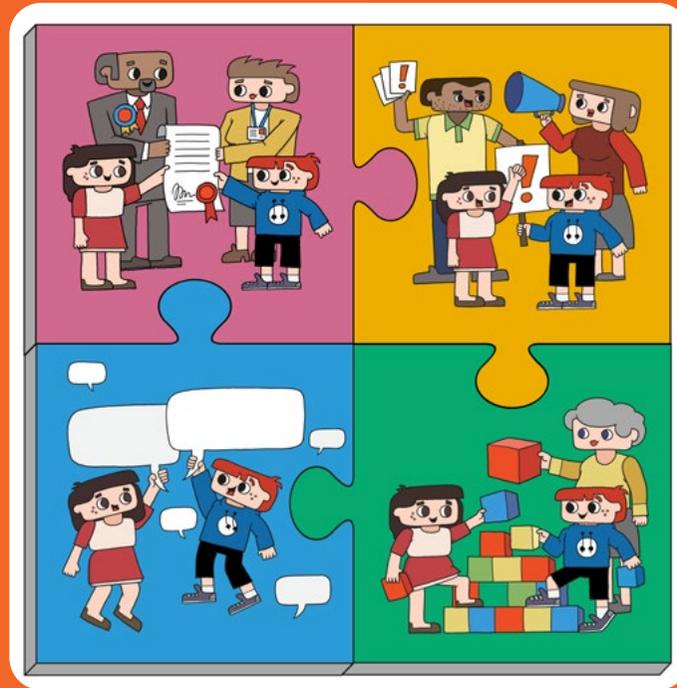


# Strategic Framework 2022-2025



**Eurochild**

Putting children at  
the heart of Europe

# Strategic Framework 2022-25



## VISION

A society where children and young people grow up happy, healthy and confident, respected as individuals in their own right.

## MISSION

Promote the rights and well-being of children in policy and practice through advocacy, membership exchange and research.

## VALUES

- **Rights-based.** Members have a shared commitment to the full realisation of the UNCRC.
- **Membership-driven.** We are accountable to our Members for governance and priorities.
- **Learning-oriented.** We are responsive to change, be it in policy, research, civil society or politics.
- **Partnership-seeking.** We partner with organisations who share our goals and values.

# Goal 1

# Make children's rights a public policy priority in Europe



## OBJECTIVES

Children's rights are respected, protected & fulfilled

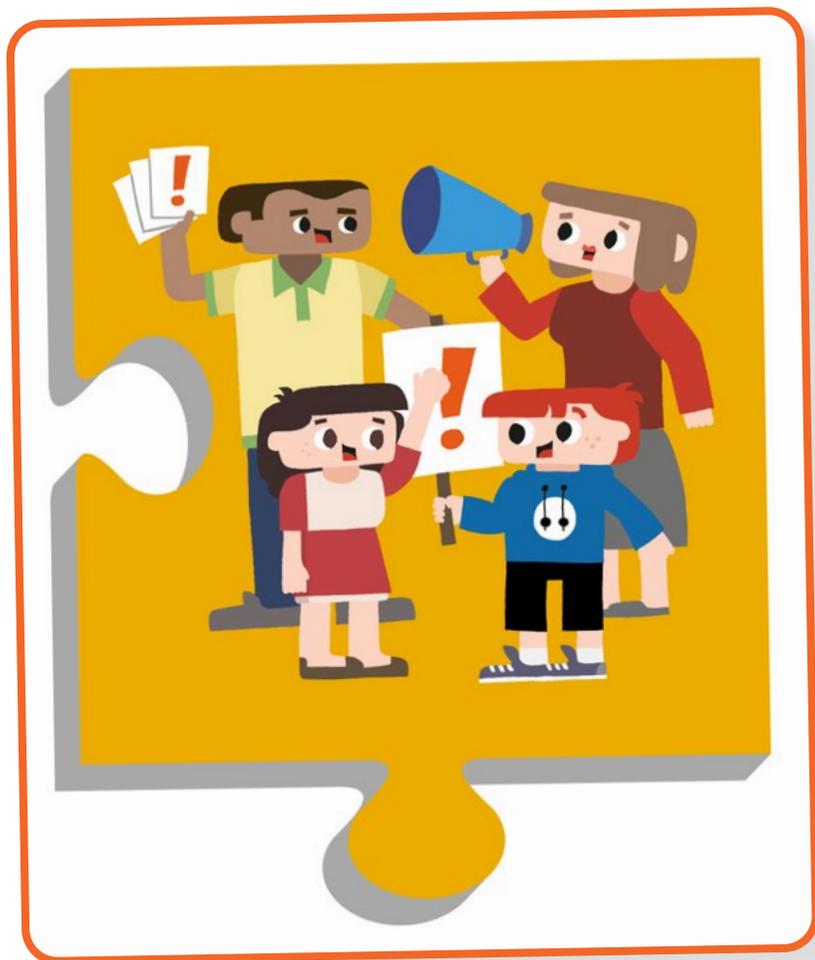
Priorities:

- Child poverty in Europe is eradicated
- Institutional care in Europe is eradicated
- Early childhood development is prioritised
- COVID 19: Mental wellbeing of children is prioritised
- UKRAINE: Wellbeing and safety of children is prioritised

Emerging priorities:

- Rights of children in the digital world are protected

## Goal 2



## Strengthen the community of children's rights activists across Europe

### OBJECTIVES

Members have access to the EU & other inter-governmental policy & institutions

Members are better equipped to advocate for children's rights.

- Support members in countries where children's rights are under attack
- Facilitate partnerships & exchange of knowledge & experience within the membership

National coalitions & networks of children's rights are pushing for systems change

## Goal 3



## Elevate the voices of children and young people, in particular those experiencing disadvantage

### OBJECTIVES

- EU institutions establish sustainable & meaningful child participation mechanisms reaching a more diverse group of children
- Members have increased capacity to engage with children in a meaningful way, in particular children from marginalised backgrounds
- New channels are created enabling diverse voices of young child rights defenders to influence decision-making at the EU level
- National Eurochild Forums & Eurochild Children's Council are engaged in meaningful child participation

## Goal 4

# Consolidate the network for improved sustainability and impact



### OBJECTIVES

- High professional & ethical standards in its governance, internal operations & HR management
- A robust financial management model & improving financial resilience
- A growing & engaged membership, achieving greater impact by peer-to-peer learning
- Eurochild brand, messages & achievements are clear & known within the membership & key audiences

# Theory of Change

**Eurochild will work**  
on

with

the EU

members

children

*We harness the political & economic power of the EU to ensure policies & public spending better protect children & promote their rights.*

*We support & empower our members to more effectively influence policies at the national level to protect children & promote their rights.*

*We meaningfully involve children & young people in our advocacy, activities & organisational development.*

**GOAL 1**  
*Make children's rights a public policy priority in Europe*

**Monitor & analyse relevant EU public policies & bring members' experience & expertise to inform on the child rights perspective.**

**Support members on EU policies focusing on priority issues & facilitate their access & feedback to the EU policymakers.**

**Empower & engage children & young people as self-advocates to inform public policies on children's rights.**

**GOAL 2**  
*Strengthen the community of children's rights activists across Europe*

**Work with the EU so it uses its political & economic power to champion children's rights & protect children's rights activists.**

**Support members to build stronger communities of children's rights activists, especially in countries where these rights are threatened.**

**Support & empower young children rights' defenders, including through child-led initiatives.**

**GOAL 3**  
*Elevate the voices of children and young people, in particular those experiencing disadvantage*

**Support the EU institutions to build meaningful child participation mechanisms, reaching a more diverse group of children.**

**Support members to work with children & young people in a meaningful way, directly & through peer to peer support.**

**Model meaningful child participation through Eurochild's child participation mechanisms.**

**GOAL 4**  
*Consolidate the network for improved sustainability and impact*

**Support the development & well-being of the Secretariat so it is well positioned to lead on EU knowledge & serve the network.**

**Support members to achieve greater impact by growing, engaging & professionalising the network, whilst ensuring our financial resilience.**

**Ensure our work is communicated to children & young people, allowing them space to influence how Eurochild is run.**

*Systems change at the EU and national level, with a specific focus on children experiencing a disadvantage.*

*\*Europe refers to the geographical continent, including countries outside of the EU that are impacted by its policies.*

# Our Strategic Partnerships

PARTNER TYPES	INTERGOVERNMENTAL	CIVIL SOCIETY	PHILANTHROPIC	CORPORATE	ACADEMIA
<b>Why we partner with them?</b>	We partner with intergovernmental organisations with expertise, resources & power to influence public policies of governments. (EU, CoE, UNICEF, OECD, WHO, CBSS)	We join forces with NGO networks that have complementary expertise & influence on areas of our work to achieve greater efficiency and impact.	We partner with institutional philanthropy players who are working on systemic change & are able to support us to push for better outcomes for children.	We partner with corporate organisations that share our values to gain access to resources for consolidating our network & improving our brand equity.	We partner with academic institutions to bring evidence-informed recommendations to influence better policies for children, in particular the most disadvantaged.
<b>What we bring to the table?</b>	We bring expertise on children's rights & ways to meaningfully engage children in policy making.	We bring policy & advocacy expertise on children's rights & child participation at both EU & national level.	We bring knowledge & experience of collaborative work on children's rights from 200 members across Europe.	We bring policy & advocacy expertise on children's rights & child participation at both EU & national level.	We bring the opportunity to connect academic research to policymaking & the impact these policies have on children.
<b>What change we can make together?</b>	These partnerships help prioritise children's rights in public policy at the national, EU & international level.	These partnerships help support common causes, avoid duplication of effort & bring new perspectives.	These partnerships bring resources, expertise & influencing power on a larger scale.	These partnerships bring brand value & expertise to consolidate our network for improved impact.	These partnerships help us monitor the impact of child focused policy interventions & champion better policies for children.
<b>A successful partnership example?</b> 	We partnered with the European Commission, to bring 60 children to the EU Forum on Children's Rights resulting in increased capacities within the Commission to meaningfully engage children. The outcomes informed the European Strategy on the Rights of the Child.	The EU Alliance for Investing in Children (27 European Networks) led by Eurochild & Save the Children provides expert support in EU policies, legislation & funding with a goal of putting children first. Together, we have successfully influenced the shaping of the European Child Guarantee.	With the OSF, Porticus & Oak Foundation support, we are co-leading the First Years First Priority campaign to prioritise early childhood development policies in Europe. With the support of the Martin James Foundation's, we are pushing for national child protection reforms.	With Dentons (legal) & Edelman (campaigns) pro bono support we gained access to expertise & services, otherwise unaffordable to us. This corporate commitment helped us consolidate the network & improve our campaigning.	We partnered with leading child protection academics in Europe to map data collection systems for children in alternative care. The DataCare project findings now support our advocacy to advance the deinstitutionalisation agenda across Europe.

# Going forward: Prioritisation Formula

Does it...

*Make children's rights a public policy priority in Europe?*

*Support the community of children's rights activists across Europe?*

*Elevate the voices of children and young people, in particular those experiencing disadvantage?*

*Consolidate the network for improved sustainability and impact?*

## Theory of Change

*Does it help us harness the political & economic power of the EU to ensure policies and public spending better promote and protect children's rights across Europe?*

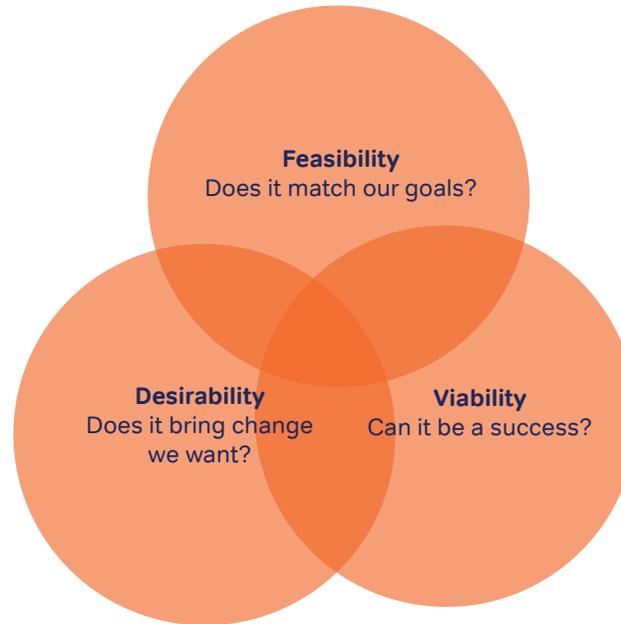
EU

*Does it empower our members to more effectively influence policies at the national level to promote and protect children's rights?*

MEMBERS

*Does it meaningfully involve children and young people in our advocacy, activities and organisational development?*

CHILDRENS



**INNOVATION**  
*Leaders in the Sector*

Is there...

## LEGITIMACY

- Are we best placed to take on this project?

## QUALITY

- CHILD PARTICIPATION (Time? Capacity?)
- MEMBERS (Interest? Expertise?)
- PARTNERS/ ALLIES (Expertise? Integrity?)
- PROJECT (Realistic? Achievable?)

## FUNDING

- For current staff?
- Additional for Eurochild?
- Sustainability beyond the project?

## SALIENCY

- POLITICAL (Global? EU? National?)
- SOCIAL (People? Civil society?)

## RISKS

- Child safeguarding?
- Operations? Human resources?
- Our Reputation? If we do? If we don't?
- Our finances?



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