

Eurochild's 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.
- **Empowering.** We listen to and empower members, employees and children we work with.

Eurochild's strategic goals 2022-2025

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



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



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



4 - Consolidate the network for improved sustainability and impact



Goal 1

Make children's rights a public policy priority in Europe



OBJECTIVE

Children's rights are respected, protected & fulfilled

Priority areas

- Making children's rights a public policy priority **in efforts to tackle poverty & inequality**
- Making children's rights a public policy priority **in efforts to reform child protection systems**
- Making children's rights a public policy priority **in human rights & democracy**
- Making children's rights a public policy priority **in the digital environment**
- Making children's rights a public policy priority **in children affected by migration**

Emerging priority area

- Making children's rights a public policy priority **in response to the climate crisis**

Goal 2



Strengthen the community of children's rights activists across Europe

OBJECTIVES

Members have access to the EU & other inter-governmental policy & institutions & are supported with information to effectively advocate for children's rights

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 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	with the EU	with members	with children
	<i>We harness the political & economic power of the EU to ensure policies & public spending better protect children & promote their rights.</i>	<i>We support & empower our members to more effectively influence policies at the national level to protect children & promote their rights.</i>	<i>We meaningfully involve children & young people in our advocacy, activities & organisational development.</i>
GOAL 1 <i>Make children's rights a public policy priority in Europe</i>	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 <i>Strengthen the community of children's rights activists across Europe</i>	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 <i>Elevate the voices of children and young people, in particular those experiencing disadvantage</i>	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 <i>Consolidate the network for improved sustainability and impact</i>	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
Why we partner with them?	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.
What we bring to the table?	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.
What change we can make together?	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.
A successful partnership example?	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) & Edelmann (campaigns) probono 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?

Strengthen 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?

