

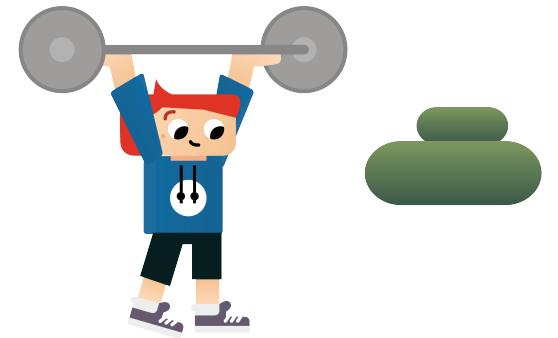


**Eurochild**

Putting children at  
the heart of Europe



# Eurochild Strategic Framework 2026-29



# Positioning & Context

The growing global and European shift toward exclusionary narratives, often fuelled by disinformation and anti-rights narratives, is eroding children's rights and targeting child rights activists.

- **Mainstreaming Child Rights**

Eurochild champions a child rights-based approach rooted in the UNCRC which recognises children as active rights holders and not passive recipients of care. Through mainstreaming and impact assessments, Eurochild will continue to push for systemic change to make children's rights a political priority.

- **Child Rights at Risk**

Anti-rights movements, often acting under the banner of “protecting family values” are weaponising child protection language to roll back hard-won rights. Eurochild will continue to promote a progressive, inclusive vision of family and society, one that protects all children, in all their diversity.

- **United for Child Rights**

Eurochild will stand with children's rights activists targeted by disinformation, amplifying their voices and countering false narratives. To that end Eurochild launched the [Fighting Anti-Rights Movements](#) campaign to combat exclusionary narratives.



# GOAL 1

## Upholding and protecting children's rights

Children's rights are fundamental to all we do. Eurochild will continue to advocate for prioritisation and protection of children's rights, urging all institutions to uphold these rights and ensure meaningful child participation.

### **1.1 Ending child poverty and inequality**

Eurochild will champion a comprehensive safety net for all children, working to end child poverty, guarantee equal access to essential services, and provide critical support for the most vulnerable.

### **1.2 Integrated child protection systems**

Eurochild will push for integrated child protection systems, with a focus on the most vulnerable children.

### **1.3 Mental health for every child**

Eurochild will campaign for accessible mental health services for all children, a priority demanded by children, prioritising early intervention while addressing psychosocial factors affecting the well-being of all children.

### **1.4 Children's rights in the digital environment**

Eurochild will advocate for child safety by design, empowerment in the digital environment, and comprehensive legislation that ensures children's rights are equally guaranteed online.

### **1.5 Protecting child rights in a changing world**

Eurochild will respond to emerging challenges, including those posed by environmental crises, the rise of exclusionary narratives undermining children's rights and issues raised in consultations with children.



# GOAL 2

## Championing rights, voices and interests of all children

Children are the experts of their own lives and their voices must shape the policies affecting them. Eurochild is committed to leading by example - ensuring meaningful, safe, and inclusive child participation in our work while empowering others to do the same.

### **2.1 Meaningful child participation**

Eurochild will champion our methodology for meaningful child participation to inspire better child participation across Europe.

### **2.2 Amplify the voice of all children**

Eurochild will engage children and systematically amplify their rights, voices, and interests, especially the voices of the most vulnerable children.

### **2.3 Safeguarding children**

Eurochild will ensure that children are kept safe in all our child participation activities.



# GOAL 3

## Building a united movement for children's rights

Our impact is driven by the collaboration of child rights leaders, activists, practitioners, and experts. Eurochild will connect and empower members and allies to shape child rights policies, strengthen advocacy, and combat the rise of exclusionary narratives across Europe.

### **3.1 Access to information and voice in decision-making**

Eurochild will equip its members and allies with key EU policy updates and funding opportunities ensuring that national experts remain well-informed and empowered to engage effectively in policymaking across Europe.

### **3.2 Knowledge sharing and collaboration**

Eurochild will foster meaningful online and in-person peer-to-peer collaboration, creating opportunities for impactful knowledge exchange among members, between national and regional level.

### **3.3 Allyship for children's rights**

Eurochild will lead advocacy efforts with its members and allies, bridging EU Institutions with the Council of Europe, whilst supporting children's rights at the national level, particularly in countries where these rights are most at risk.



# GOAL 4

## Bolstering a resilient and impactful network

We focus on strengthening our network to maximise impact. Eurochild will continue to enhance its governance, financial resilience, advocacy, and communications - while ensuring that children are actively involved and consulted.

### **4.1 Strengthening governance and the network**

Eurochild will uphold the highest professional and ethical standards in governance and enhance functionality of the network.

### **4.2 Ensuring financial resilience**

Eurochild will continue to build a robust financial model to ensure long-term financial sustainability.

### **4.3 Powering a dedicated team**

Eurochild will foster a working environment that empowers its expert team, prioritising wellbeing, motivation, resilience, and builds a culture of respect and joint impact.

### **4.4 Powering communications**

Eurochild will use authentic storytelling to engage children and members, reinforce our thought leadership in children's rights, and champion a society where every child grows up happy, healthy, confident, and respected.

### **4.5 Involving children**

Eurochild will involve children in improving our governance, strategy implementation, and communications.



# Goal Narratives

## GOAL 1

Children's rights are fundamental to all we do. Eurochild will continue to advocate for children's rights urging all institutions to prioritise child rights, uphold them, and ensure meaningful child participation. Ending child poverty and inequality, strengthening child protection systems, ensuring mental health support for every child, safeguarding children's rights in the digital environment, and protecting their rights in a changing world are our priorities to build a safer, fairer future for every child.

## GOAL 2

Children are the experts of their own lives and their voices must shape the policies affecting them. Eurochild is committed to leading by example - ensuring meaningful, safe, and inclusive child participation in our work while empowering others to do the same. Meaningful child participation, amplifying the voices of all children, and safeguarding their well-being are our pillars to ensure that every child is heard, valued, and protected.

## GOAL 3

Our impact is driven by the collaboration of child rights leaders, activists, practitioners, and experts. Eurochild will connect and empower members and allies to shape child rights policies, strengthen advocacy, and combat the rise of exclusionary narratives across Europe. Through access to information and influence, knowledge sharing, collaboration, and allyship for children's rights, we create a stronger, united movement that drives lasting change for every child across Europe.

## GOAL 4

We focus on strengthening our network to maximise impact. Eurochild will continue to enhance its governance, financial resilience, advocacy, and communications - while ensuring that children are actively involved and consulted. We will achieve this by strengthening governance, ensuring financial resilience, empowering a dedicated team, enhancing communications, and actively involving children in shaping our work.

