



**The Girls' Rights
Organisation**

**Plan International
Switzerland
Strategy 2030**



CONTENTS

- 3 Our Vision
- 4 Our Mission
- 5 Our Values
- 6-9 Our Strategic Objectives 2030

GLOBAL IMPACT FOR **GIRLS**

We are Plan International; we work with children and girls in over 80 countries to help create a world where we are all equal.

Plan International Switzerland focuses on multiple countries in all continents. Our strategy centers on a gender-transformative approach that tackles the root causes of gender inequality, reshapes unequal power relations, and ensures all development and humanitarian programs empower girls and young people to achieve lasting equality by 2030.

STRATEGIC OBJECTIVES 2030

-  1. Scale impact to protect, educate and empower girls worldwide
-  2. Sustainably grow our funding, and thus our impact worldwide and nationally
-  3. Advocate and promote gender equality in Switzerland
-  4. Further foster a strong, stable and efficient organisation

OUR GLOBAL PRESENCE



OUR VISION

We strive for a just world that advances children's rights and equality for girls.

Gender Justice: A just world in which gender inequality no longer intensifies the negative effects of all other forms of exclusion and no longer makes exclusion different, and often worse, for girls and women.

Social Justice: A just world is one in which children and young people are not disadvantaged based on their gender, race, ethnicity, religion, ability, or sexual orientation.

Economic Justice: A just world where poverty is no longer a major factor underpinning the abuse and exploitation of girls that Plan International exists to tackle – from child, early and forced marriage, to girls' education being cut short, to trafficking. Gender justice and economic justice are intrinsically linked.

Climate Justice: A just world where girls, women, indigenous people and other marginalised groups most impacted, especially in countries least responsible for the climate crisis, have the financial support and skills and knowledge to adapt to climate change. Climate change is a social, economic, intergenerational, gender, and racial injustice.



OUR MISSION

Plan International Switzerland works to advance girls' rights and gender equality, facilitating protection, education, and economic empowerment for adolescents and young adults.

Collaboration with local partners, including boys and men, is central to our mission, especially in fragile contexts.

We support girls and young women to be agents of change.

We also support their peers, communities and governments to tackle the root causes of gender injustice to reshape unequal gender and power relations:

- through our global reach
- through the experience of our local teams and the young people we work with
- through our partnerships
- through our influence and advocacy
- through our global community of supporters who continue to step up for girls and young women.

We have no religious or political affiliations.
Poverty doesn't discriminate, so neither do we.



OUR VALUES

THE 'HOW' TO OUR 'WHAT'

We achieve more together than alone—community is powerful. We showcase how collective action drives lasting change. Plan International builds, joins, and supports diverse communities, including civil society organizations, NGOs, allies, and partners to increase our impact for youth, especially girls.



Gender-transformative approach

Plan International Switzerland puts gender equality at the core of everything we do. By 2030, our entire development portfolio will be gender transformative—driving lasting impact and true equality for girls in line with our global strategy.



From evidence to impact

Data is central to our work—sharpening our programs, advocacy, and resource use. We are improving how we manage knowledge and measure impact to support smarter, evidence-based decisions.



Locally led and globally connected

Our work should focus on what is useful, needed, and relevant at the local, national, or regional level. Local actors—with the agency and insight to guide priorities—should drive the agenda. Whenever possible, partners such as civil society organizations, local leaders, and youth groups should be locally rooted.



Inclusive

Our programs ensure all children regardless of gender or background can learn, lead, decide, and thrive in safe, supportive environments. We work alongside them.



Youth-centered

Young people, particularly girls and young women, are at the heart of our work. We invite and welcome their contributions, co-create and collaborate with them, highlight their leadership in community change, and credit them for the solutions they develop and implement.

OUR STRATEGIC OBJECTIVES 2030

Objective 1: Scale impact to protect, educate and empower girls worldwide

Inclusive Quality Education (IQE)

We enable vulnerable children, especially girls, to access and complete inclusive, quality education, focusing on secondary school. Staying in school empowers girls and protects them from early marriage and exploitation.

Skills and Opportunities for Youth Employment and Entrepreneurship (SOYEE)

We equip vulnerable youth, especially young women, with digital and green skills for decent work and entrepreneurship, preparing them for a sustainable, evolving job market.

Protection from Violence (PfV)

We strengthen prevention and response to violence against children and youth, with a focus on gender-based violence and mental health. Our goal is to create safe environments where girls can thrive.

Humanitarian Intervention

Globally we will become the leading organisation for girls facing crisis or disaster. To achieve this, we will strengthen our systems and capacity for rapid, gender-aware emergency response and preparedness. By adopting a humanitarian-development-peace nexus approach, we'll address both immediate threats to girls' rights and long-term gender inequality in protracted crises.

Climate Resilience

We integrate climate resilience across programs to help communities, especially girls, adapt and recover from climate impacts. This includes preparedness, adaptation, and linking to education and employment.

Integrated and Innovative Approaches

Our cross-sectoral strategy combines education, employment, protection, and climate resilience with youth leadership at its core. Innovation extends beyond technology to new partnerships and sustainable solutions.



Objective 2: Sustainably grow our impact worldwide and nationally

We aim to double our income from major donors and strengthen partnerships with foundations, government institutions, and corporate partners.

We further advance innovative funding models and donor centric approaches to counter global trends of declining public donations and adapt our fundraising strategies to see a sustainable growth to **at least CHF 14 million.**



Objective 3: Advocate and promote gender equality in Switzerland

Plan International Switzerland seeks to enhance its advocacy efforts to promote gender equality in Switzerland.

This includes:

Engaging youth leaders, in particular through the scaling of our Swiss Champions of Change model.

Participating in campaigns in Switzerland, such as the *16 Days of Activisms against Gender Based Violence* or Plan International's *Girls Takeover*.

Forming technical and programmatic partnerships with local institutions and NGOs to amplify our voice.





Objective 4: Further foster a strong, stable and efficient organization

Recognizing that our employees are at the heart of our organization, our strategy prioritizes their well-being and growth.

We aim to retain talent and to have greater efficiency through digitalisation, guided by our core values.

By fostering openness and accountability, inclusiveness and empowerment, and collaboration, we create a supportive environment where everyone can thrive.

This people-first approach ensures we achieve lasting impact, both within our team and in the lives of girls and youth we serve.

**Protect,
Educate,
and Empower**

Girls

Worldwide



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