

# INTERNATIONAL PROGRAMMES STRATEGY

## Vision, Mission and Values that Guide Our Work

World Vision Nordic's Programme Strategy serves as our shared framework for delivering impactful, child-focused development cooperation, humanitarian assistance, and advocacy. Rooted in World Vision's global vision "life in all its fullness for every child" this strategy outlines our priorities, ways of working, and commitments for the years 2026–2030.

We envision a world where every child experiences a full and joyful childhood in safe, peaceful and thriving environments. A world where children are free from exploitation, attend school, play with friends, receive love and care from their families, and grow up protected and nurtured. Our aim is to create a reality where the most vulnerable children and their families are safe, where children's rights are upheld, and where every child has the chance to simply be a child.

We are brave and choose to address the most difficult issues. We work in the least developed countries and the most fragile contexts affected by conflict and crisis, creating space and amplifying the voices of those not yet heard. We advocate for inclusion and build our own and our partners' capacities to genuinely reduce the barriers faced by persons with disabilities and others experiencing multiple and intersecting forms of discrimination, actively challenging stigma throughout.

We aim to respond to today's most urgent global challenges while strengthening long-term resilience, sustainability, and the systems and structures that support child well-being. Our strategy is shaped by our core values and by the voices of the communities we serve, with a particular focus on the most vulnerable children, including girls, children with disabilities, and those affected by fragility, climate shocks, and conflict.

We strive to be a partner of choice: responsive, agile, and value-adding within the World Vision Partnership and in all our collaborations. We are also an active advocate within Finnish society, enabling people in Finland to contribute to a just and respectful world, especially for children.

## Challenges Shaping Our Work

We live in a rapidly changing world. The following global trends, in particular, influence our work and guide our strategic choices:

### **Fragility, Conflict, and the Climate Crisis**

An increasing number of children are growing up in fragile contexts marked by protracted crises, violence, displacement, and climate shocks. The combined impact of environmental degradation, climate change, and conflict threatens the safety and future of the most vulnerable, as these complex and interrelated crises amplify existing vulnerabilities.

### **Youth Demographics and Shifting Population Dynamics**

A growing youth population in many fragile and developing contexts presents both challenges and opportunities. Investing in education, protection, livelihoods, and participation for young people is essential to breaking cycles of poverty and instability.

### **Deepening Inequality and Marginalisation**

Social, economic, and digital divides as well as urbanisation are widening within and between countries. Children with disabilities, girls, ethnic minorities, and other marginalised groups continue to face systemic exclusion. Addressing multiple and intersecting forms of discrimination is critical to inclusive development.



## Our Strategic Priorities

Our priorities are guided by four core values: safety, agency, hope and courage. We will deepen our expertise, grow our impact, and strengthen our identity as a courageous actor making us a partner of choice in the development and humanitarian space. We will focus on creating lasting positive change for children and youth and their families and communities by investing in four strategic priorities so that no one is left behind:

**1** Children are at the heart of everything we do. We work to ensure that every child can grow up in a safe, caring, and protective environment where their rights are respected, their voices are heard, and their well-being is prioritised.

We promote effective child protection systems that support families and communities to prevent and respond to violence, neglect, and harmful practices. Our work is rooted in a rights-based approach that seeks to address the root causes of vulnerability and create lasting positive change especially for children at risk due to conflict, fragility, poverty, or discrimination.

**2** People, especially the most vulnerable children and youth, and the places where needs are the greatest are at the core of our work. We aim to operate in the most fragile and hard-to-reach contexts by amplifying the voices of marginalised groups and strengthening their resilience. In sudden and protracted humanitarian crises, we focus on delivering timely and life-saving support and restoring hope for all, hope that includes belief in oneself, self-worth, and confidence in/for the future.

Our work reduces stigma and barriers for persons living with disabilities, including those facing intersecting forms of discrimination.

**SAFETY**  
Safe Childhood

**HOPE**  
Reaching the Most Vulnerable in Fragile and Hard-to-Reach Contexts

**4** We strengthen our impact by fostering a culture of continuous learning, driving innovation, and building strong internal and external partnerships. In a rapidly changing world, we invest in agile and adaptive ways of working that help us respond to emerging challenges and opportunities.

World Vision Nordic is recognised for its expertise, agility, and collaborative spirit, making us a trusted and valued partner of choice. Multisector and private sector collaboration are recognised as vital to achieving our goals.

**COURAGE**  
Enhancing Impact through Learning, Innovation, and Partnerships

**AGENCY**  
Strengthening Locally Led and Sustainable Change

**3** We strengthen local capacities and foster inclusive participation, so that children, families, and communities have the agency to lead change and shape lasting transformation.

Strong local civil society and resilient community structures provide the foundation for long-term impact. Through partnerships and locally led approaches, systems are built that enhance leadership and accountability, ensuring that change is owned, relevant, and lasting.

**World Vision**, founded in 1950, is a global Christian humanitarian aid, development, and advocacy organisation working in nearly 100 countries to overcome poverty and injustice. Each year, it reaches about 35 million people, including 19 million children, through development and humanitarian programmes. A key approach is child sponsorship, which supports around 3 million children annually through community-based, locally led development. World Vision's work is rights-based and grounded in the belief that every child deserves to grow up safe, healthy, and hopeful - experiencing life in all its fullness.