

STRATEGY

2025–27



Redd Barna

Standing with All Children and Youth

We believe in a world where children and youth survive, learn, and are safe. A world where children and youth see a future filled with hope and joy. But right now, this is far from reality for too many children and youth. Climate crisis, wars, and inequality threaten the rights of even more children. Together with children and youth, Save the Children will use all our strength to counteract and reverse the negative development towards a more peaceful and just world.

The world is more unstable and polarized now than it has been for a long time, and more countries are increasing their military capabilities. The rules of war are increasingly being broken, and a record number of children and youth are being killed and subjected to grave violations in conflict. Few war criminals are prosecuted, and the global arms trade is dangerously unregulated.

A record number of children and youth are displaced, and humanitarian needs have never been greater. One billion children and youth are exposed to violence every year, even in peacetime and here at home. The number of hungry and extremely poor is increasing. 333 million children and youth live in extreme poverty, limiting their access to basic needs such as food, clean water, healthcare, and [education](#).

Economic inequalities lead to an uneven distribution of resources, and children and youth from low-income

families face greater challenges in achieving their full potential. These are demanding economic times for many families with children and youth in our country. The recent years of interest rate and price increases have had a significant impact on many people's wallets, and we are in the midst of a poverty crisis in Norway, where more than 100,000 children and youth grow up in a [poor family](#).

Access to education is still a challenge for many children and youth, especially in developing countries and in areas affected by conflict. Although progress has been made, there are still 250 million children and youth who do not attend school and even more who do not receive adequate quality [education](#).

1 billion children and young people are at extremely high risk of being affected by climate change. The climate crisis is the greatest threat to the future of children and young people. They are hit hard when schools are destroyed by typhoons, health clinics are flooded, crops dry out, and homes and infrastructure are submerged. Children and young people have contributed the least to the climate crisis, yet they are the ones who must live with its consequences. Girls and children with disabilities are particularly hard hit. The fight against climate change is a fight for children's and young people's right to survive, learn, and be safe – a fight for their future.

The rights of children and young people are under pressure. An increasing number of countries are becoming more authoritarian and repressive, and civil society is being silenced. Several states are actively opposing the principle that children and young people are individual rights-holders on equal footing with adults. Recently, some states have advocated for a clear limitation and reversal of children's and young people's rights. Many children and young people experience not being taken seriously, and some are killed, harassed, threatened, and oppressed.

Both in Norway and around the world, children and young people are exposed to violence and sexual abuse, with severe negative consequences for their upbringing, future, and

physical and mental health. This happens despite the UN Convention on the Rights of the Child granting them the right to a safe childhood and placing responsibility on governments to protect children and young people. We have a significant task ahead of us.

And there is hope. The new malaria vaccine brings hope, which can save millions of children's lives. It is also hopeful that child benefits in Norway were increased for the second year in a row in 2024, a key tool in combating family poverty. And it gives hope that we are present where violations of children's and young people's rights occur, helping to alleviate suffering, hold states accountable, and prevent further violations. It is inspiring to see the strong engagement in the streets, among young and old, for a healthier and more peaceful world.

The world has a shared plan through the Sustainable Development Goals (SDGs), and we have seen how political will and collective effort have contributed to progress. Save the Children is the world's largest child rights organization, and we will do everything we can to contribute to a better world. Together with children and young people, donors, supporters, and partners, we have played a crucial role in the progress achieved so far.



What must we do?

We stand with children and young people, and the UN Convention on the Rights of the Child is our most important tool. We see it as our mission to pave the way for children and young people to actively participate in shaping their own future and influencing the decisions that directly impact their lives. This is particularly crucial for those children and young people who experience the greatest levels of discrimination and inequality. We integrate the perspectives of children and young people into our work because it results in higher quality, better decisions, and strengthens their rights.

Together with local civil society, children and young people's own organizations, and children and young people themselves, we must raise our voices when their rights are violated, and when our shared future is threatened by climate change. We will push for countries to do everything in their power to get all children and young people back in school and provide them with a quality education. We must do all we can to protect children and young people in war, ensure that war criminals are held accountable and children have their right to a peaceful childhood in freedom fulfilled.

We will stand up for children and young people living in family poverty in Norway and ensure that more families living in poverty worldwide receive financial support. We must do our part to ensure that Norway remains a global leader in aid and advocate for changes in the aid system so that more power and resources are transferred to local actors. This will lead to more effective and sustainable aid. If we succeed in creating a good society for children and young people, we create a society that is good for everyone.

We will work to ensure that children and young people are safe in all areas of their lives – at home, in kindergartens, at school, in institutions, during leisure activities, and online. Children and young people must be protected, and adults must gain the knowledge, confidence, and courage to act. We will promote the sexual and reproductive rights of children and young people and prevent teenage pregnancies.



Our ambitions

Ensure Children and Youth Safe and Uninterrupted Access to Quality Education



Fight for a Safe and Peaceful Childhood in Freedom



Stand Up For and With Children and Youth Against Climate Change and Environmental Destruction



Promote Good Governance for Children and Youth and Combat Family Poverty



Ensure Children and Youth Safe and Uninterrupted Access to Quality Education

All children and youth around the world have the right to schooling of good quality. Save the Children works globally to provide children and youth with schooling. We do this in collaboration with the children, youth and their families, teachers and schools, local communities, supporters, and partners.

Save the Children will be a driving force for and work with authorities, to ensure that the education system and legislation provide all children and youth with access to safe, high-quality education. We will work to ensure that Norway resumes its leadership role in global education, including combating attacks on schools.

To achieve all this, we will be a driving force for more money for education from donors and the countries themselves. There is still a big job to be done to catch up on what was lost after the COVID-19 pandemic. Together we help children and youth to learn so that they have a foundation for creating a good life for themselves.

We ensure that the school is a safe place for the children and youth, both for learning and playing, and that vulnerable children and youth can receive school meals and help with health problems and meet qualified and motivated teachers. We support especially the children and youth who are often overlooked, such as girls, children and youth living in poverty, children and youth with disabilities, children and youth on the move, and children and youth living in war, conflict, and crises.



Fight for a Safe and Peaceful Childhood in Freedom

All children and youth have the right to grow up in safety and under good living conditions. Save the Children's goal is that no children and youth, regardless of who they are or where they live, should be exposed to violence, abuse, and neglect. We will fight for safe living conditions for all children and youth.

Save the Children leads the work to protect children and youth, especially when children and youth are at their most vulnerable in crises and conflicts. We work together with children, youths, families, local communities, and supporters around the world to understand and meet children and youth's special needs for protection.

This includes both the physical and psychological health effects of various negative influences such as abuse, neglect, exploitation, and violence. At the same time, we work to promote a safe environment within families for all children and youth.

We will build expertise and promote research and documentation on abuse against children and youth. We will be a driving force for increased financing of children and youth's protection, and that perpetrators are held accountable for serious crimes against children and youth in war and conflict. We will also be a champion for increased investment in a more peaceful world so that children have their right to live a peaceful childhood in freedom fulfilled.

In addition, we will work systematically to strengthen local and national authorities to protect children and youth against violence and abuse. Discrimination based on gender and functional ability, harmful customs, and violence should be prevented and combated everywhere.



Stand Up For and With Children and Youth Against Climate Change and Environmental Destruction

The climate crisis is a child rights crisis. Save the Children works to ensure that world leaders take immediate and radical action to reduce greenhouse gas emissions and limit environmental destruction. Our priority is to ensure that children and young people are protected from the consequences of climate and environmental disasters.

We will support children and youth's climate struggle through their activism and through legal measures. Through digital resources, events, and various platforms, we will equip children and youth both in Norway and globally with knowledge and action competence, enabling them to become active participants for the climate and environment.

Together with the Save the Children movement, we will influence states, including Norway, to take more ambitious and immediate measures to prevent the most serious climate and environmental destruction.

We build our work on a solid knowledge base. Save the Children collaborates with the world's leading climate researchers to gather knowledge that highlights the impact of climate change on children and young people. We work closely with schools, local authorities, and communities that are particularly vulnerable to climate change, with the goal of strengthening their ability to handle the changes and minimize the impact on children and youth.



Promote Good Governance for Children and Youth and Combat Family Poverty

A good childhood lasts a lifetime. Save the Children works to create a society where all children and youth have equal opportunities to realize their full potential, regardless of their family's economic situation. Our goal is a clear reduction in poverty, nationally and globally, and a significant increase in children and youth's participation and impact on decision makers.

We collaborate with authorities to promote better policies and develop good programmes that protect children and youth from the lifelong negative effects of poverty. Save the Children is a driving force for the authorities to increase their financial investments in children and youth, combat exclusion, and ensure children and youth good living conditions.

In our work to promote good governance for children and youth, we will specifically address and counteract the injustice that some groups of children and youth face because they are extra vulnerable to discrimination and marginalization.

For Save the Children, it is crucial to give children and youth a voice in our work. Children and youths are experts on their own lives and their perspectives and experiences must be taken seriously. Therefore, children and youth's voices should be central in the design of our programmes, political measures, and strategies.

We will actively seek out and include children and youth's views, needs, and desires, and work to give them real influence both in their own lives and in society in general. We will hold the authorities accountable for their obligations under the Convention on the Rights of the Child through strategic litigation.

This involves using legal means to ensure that children and youth's rights are respected, protected, and fulfilled. We are determined to hold the authorities accountable for their actions or lack of action when it comes to ensuring children and youth's welfare and rights.



What Needs to be in Place to Succeed with our Strategy?

The implementation of our strategic ambitions depends on us having a robust and accountable organization that follows knowledge-based working principles.

Member Democracy and Volunteering

Save the Children will further strengthen our visibility as a voluntary membership organization and increase the number of members and volunteers. We will strengthen our work directly with children and youth in vulnerable situations, strengthen members' work to spread knowledge, influence politically, and create local engagement, and ensure that members and volunteers are offered relevant information and training.

Sustainable Workplace

Save the Children will have a safe and good working environment, low carbon footprint, and efficient technological solutions. We strive to be an inclusive and diverse organization.

Healthy Economy

Save the Children will maintain a robust economy with a good balance between unrestricted and earmarked funds. We will increase our unrestricted funds both in absolute terms and as a percentage and grow our financial reserves in line with the organization's growth



FOTO: CYNTHIA CHIMBUNDE / SAVE THE CHILDREN

to ensure the efficient use of resources and costs, enabling us to do more for children and young people.

Child and Youth Participation

Save the Children upholds and fulfils children and youth's right to participation in our organization, our programmes, and our advocacy work. We develop, implement, and evaluate our work in line with the UN's basic requirements for meaningful and ethical child and youth participation. We ensure that employees and volunteers have sufficient competence and resources to ensure good participation. We collaborate with, support, and involve children and youth, their organizations, and especially Press - Save the Children Youth Norway.

Non-Discrimination

Save the Children works to ensure that children and youth particularly vulnerable to discrimination and rights violations

are prioritized in our programmes and our advocacy work. We ensure that our projects, events, and activities are inclusive. We work to change attitudes and structural causes of discrimination. We ensure that employees and volunteers in the organization have sufficient competence about children and youth who are particularly vulnerable to discrimination and rights violations.

Locally Led and Globally Connected

Save the Children will unite resources globally and partner locally to empower communities to manage crises and complex challenges themselves. We ensure high quality and flexibility in direct funding of partners. We strengthen our partners by further developing competence, simplifying requirements, and removing barriers to cooperation. We promote the smaller member countries in the international Save the Children movement.

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Fight for a Safe and Peaceful Childhood where Children live in Freedom



Stand up for and With Children and Youth Against Climate Change and Environmental Destruction



Promote Good Governance for Children and Youth, and Combat Family Poverty



WHAT WE WANT TO ACHIEVE

ORGANISATION

Member Democracy and Volunteering



Sustainable Workplace

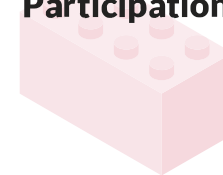


Healthy Finances

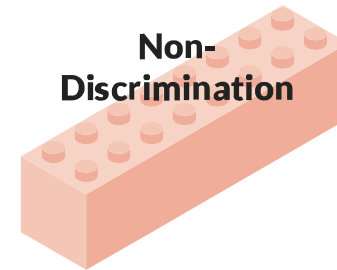


WORKING PRINCIPLES

Child and Youth Participation



Non-Discrimination



Locally Led and Globally Connected



BUILDING BLOCKS

FOUNDATION

THE CONVENTION ON THE RIGHTS OF THE CHILD