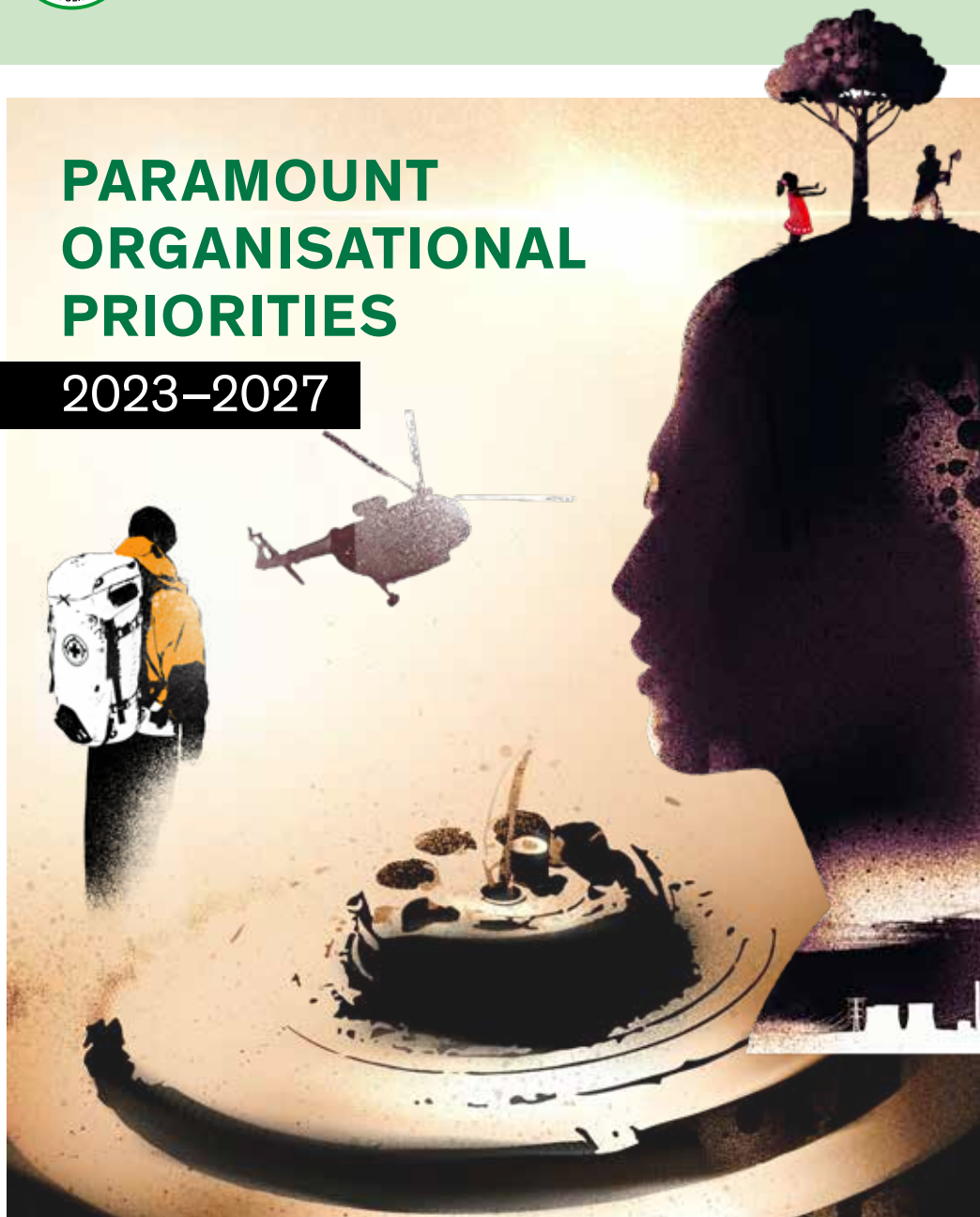




Norwegian People's Aid

# PARAMOUNT ORGANISATIONAL PRIORITIES

2023–2027



# 1. NORWEGIAN PEOPLE'S AID

## MUST INCREASE VISIBILITY SIGNIFICANTLY

Norwegian People's Aid must take a greater place in the public eye during the course of the period so that awareness and knowledge of the organisation increases in society at large. Norwegian People's Aid must continue to be one of the five largest Norwegian humanitarian organisations and aim to be one of the top three largest. When crises arise and the population is mobilised, the Norwegian authorities need organisations who can manage this work safely, securely and effectively. Norwegian People's Aid must aim to be leading in the safe and effective management of crisis-mobilised resources and be a preferred partner for the authorities.

Significant visibility is naturally accompanied by legitimacy. This will make recruitment easier, increase political leverage and create pride and identity in the organisation. We are a diverse organisation and need to present a clear narrative of who we are, what we do and how important we shall be to society in the future. This is important and relevant locally, nationally and internationally.

When people want to get involved with us, they must be able to do so because we are present where people live and the need is compelling. We shall be an important and acknowledged contributor to the voluntary rescue service. Our trademark shall be quality in competence, professionalism and practice in first aid and search and rescue work. At the same time, our active community and solidarity work shall underline our status as a reputable humanitarian organisation.

## Our priorities

- To ensure that we are a nationwide organisation within first aid, search and rescue, and socio-political work
- To become a pacesetter in the safe, effective management of crisis-mobilised resources and a preferred partner for the authorities
- To strengthen our ability to work with visibility throughout the organisation.
- Plans to increase Norwegian People's Aid visibility, largely based on our activities in Norway, are to be established. This work also includes setting concrete goals with measurable results under way
- To make it attractive to be a volunteer in our organisation by means of an efficient apparatus in this respect and focussing on the personal and social benefits of being a volunteer
- To strengthen and raise the profile of our youth organisations, the main purpose being to reach young people who have little or no knowledge of Norwegian People's Aid youth work

## 2. NORWEGIAN PEOPLE'S AID

### MUST GROW

The fact that we are a membership organisation provides both strength and legitimacy to our work. We need more members in order to increase our political leverage and to actively engage in our voluntary work. We know that many people in society who are neither members nor volunteers today could consider contributing to an organisation that has shown – and continues to show – dedication and enterprise in society. Reaching our targets for growth not only requires clear organisation and effective tools, but also that society at large perceives our activities as purposeful and important.

### Our priorities

- Growth in the overall number of individual members
- Growth in local chapters with a view to nationwide coverage and a comprehensive offer of activities in the major cities
- Growth in the number of individual members from the trade union movement
- To reduce the drop-out rate among existing members
- To increase the recruitment of children and young people to the organisation so that First Aid and Rescue Youth and Solidarity Youth increase their numbers
- To equip the organisation for further growth

## 3. NORWEGIAN PEOPLE'S AID

### MUST PRESENT ITSELF AS A LARGE, IMPORTANT ORGANISATION FOR ACTIVE YOUTH WORK

Young people are regarded as a significant, necessary resource both in our organisation and in society as a whole. We have many skilful, dedicated young people who are important to our organisation's future. They are good role models for other young people and excellent ambassadors. It thus falls upon the organisation to spread awareness of our youth work, to support our youth in maintaining their dedication, and to play an important role in increasing the recruitment of younger members.

#### Our priorities

- To increase the number of youth groups and child/youth members and to achieve a smooth transition from youth membership to adult membership
- To develop more cooperative activities between child/youth groups and youth chapters, both between chapters and between groups in the same chapter
- To provide youth members with good organisational training - through courses and digital tools such as e-learning - so that they may become resourceful members and sound leaders within the organisation
- To ensure that First Aid and Rescue Youth and Solidarity Youth achieve excellent visibility in relevant arenas and are presented as a large part of our organisation
- To provide useful professional, organisational and resource-based support to strengthen our two youth organisations
- To strengthen the youth groups' wishes to be represented in all major towns in Norway and for Solidarity Youth to be additionally represented in the largest 'student towns'

## 4. NORWEGIAN PEOPLE'S AID

### MUST DEVELOP THE LINK BETWEEN OUR NATIONAL AND INTERNATIONAL WORK

Work is to be undertaken to establish collaborative projects between local chapters and volunteers in Norway and the Norwegian People's Aid international programmes. Norwegian People's Aid members are to contribute to solidarity with vulnerable groups both nationally and internationally. Giving voice to people who require change and creating safe local communities are important elements in our work both at home and abroad. Volunteers within Norwegian People's Aid can build relationships with civil society groups in other countries through our work with partners across the world.

It is important that people employed in our international programmes are thoroughly informed and knowledgeable about the work of Norwegian People's Aid in Norway and the sterling efforts made by our members. It is equally important that the members' organisation is familiar with our international work. Each year, our 1st May campaign should be a focus area and means of action in this respect, encouraging the exchange of information, visits and mobilisation both before and after the event.

#### Our priorities

- To build contact between our international partners and members in Norway
- To draw on our experiences from our international work to contribute to political debate in Norway
- To encourage experience exchange between our national and international work where this would be of mutual benefit
- To create synergies with the trade union movement as national and international partners
- To listen and learn from the experiences of our international partners in relation to democratic structures and organisation
- That youth members shall have the opportunity to exchange experiences and develop cooperation with young activists on an international basis

# 5. NORWEGIAN PEOPLE'S AID

## MUST BE AN ANTI-RACIST ORGANISATION

Being an anti-racist organisation makes demands of us and obliges us to fight racism in our own organisation and in society at large.

Racism and discrimination not only has serious consequences for individuals, but for society and our democracy. In Norwegian People's Aid, we believe in a society where everyone has the same rights and opportunities. This will not happen on its own however. We must all work for a society free of racism and discrimination.

Society loses if some groups and individuals have greater burdens in expressing themselves publicly, assuming democratic offices or holding socially critical functions. Rights which are fundamental in a free, egalitarian society are limited by racism. Systematic exclusion from important social arenas and under-representation in positions of power can lead to increased social polarisation and lower levels of trust towards the authorities and between different groups within the population.

### Our priorities

- To be an visible and clear anti-racist organisation
- To offer courses and training in anti-racism to employees, elected representatives and members
- To offer courses and training to partner organisations and the trade union movement
- To support local chapters undertaking anti-racism work in their local communities

## 6. NORWEGIAN PEOPLE'S AID

### MUST FACILITATE ORGANISATIONAL TRAINING

Norwegian People's Aid must prioritise thorough, purposeful training of representatives at all levels. We must educate representatives so that they are able to act and speak on behalf of Norwegian People's Aid's members. Good training will facilitate participation in democratic processes, within our own organisation and in society at large. It is important to be familiar with the organisation's history, principles and values basis while simultaneously being targeted, forward-looking and innovative. Running a local chapter should be easy, and the necessary tools for the work must be available to all representatives who wish to do so.

#### Our priorities

- To offer courses and training material to representatives both locally and centrally
- To offer training to heads of local chapters so that they may be good, trustworthy leaders
- To draw up templates for protocols, minutes from meetings, yearly plans, reports and projects





## Norwegian People's Aid

**PO Box 8844, Youngstorget 0028 Oslo**

Visiting address: **Stortorvet 10 – entry from Møllergata) 4th floor**

Switchboard: **22 03 77 00** – Press telephone: **940 09 950**

E-mail: **[norsk.folkehjelp@npaid.org](mailto:norsk.folkehjelp@npaid.org)**

**[folkehjelp.no](http://folkehjelp.no)**

The theme of the 2023 General Assembly was Climate and Crises. The illustrations to the period's Programme of Principles reflects this theme.

Illustrations: Johan Reisang

