

The WCIA's strategy for 2014-19

The WCIA's **vision** is that everyone in Wales contributes to creating a fair and peaceful world.

To achieve this, our **mission** is to inspire learning and action on global issues.



About the WCIA

The WCIA is a registered charity that incorporates CEWC (Council for Education in World Citizenship, our schools arm) and the United Nations Association Wales (our campaigning and advocacy arm). We also host the Wales International Development Hub.

We work in three main ways:

- Delivering high-quality activities, including events, school activities and training
- Working with partners on innovative projects
- Connecting people in Wales with other international activities

What this strategy is for

The WCIA seeks to benefit people of all ages and abilities, throughout Wales, and Welsh people outside our borders.

We want to provide a range of high-quality activities and support diverse enough to include everyone, so that people become life-long friends of our charity.

In this strategy, we set out how the WCIA will work towards this vision over the next 5 years. We look forward to welcoming you on our journey.

Putting our strategy in context

1. Our background

The WCIA was founded in 1973, while the history of CEWC and UNA Wales (now part of the same charity) stretches back to the 1940s. Throughout that time, the overall purpose of our work has remained consistent: to get people thinking, talking, and doing things about important global issues.

Our methods for doing so have, of course, evolved over the years, and we have seen some notable successes:

- Responsibility for the UK Freedom from Hunger Campaign in the 1970s, administering major projects in India and Africa
- Fundraising for a Wales-Lesotho Link, leading later to the establishment of Dolen Cymru
- Welcoming high-level guests, including the first visits of a UN Secretary General to Wales (1983) and Archbishop Desmond Tutu (2012)
- Hosting the 1995 and 2006 World Schools Debating Championships
- Involving over 200,000 young Welsh people in globally focused events and activities
- Delivering major projects on Wales and the Spanish Civil War, global citizenship education, and the Philosophy for Children teaching method

Today's WCIA is a result of these successes, the work of our team, and the context of the world as it is now (see below). What has emerged is an organisation with a number of distinct strengths:

- We have internationalist values but are resolutely non-partisan, making us a 'safe' forum for the public, governments, businesses and schools
- We work across a wide spectrum of international issues, including poverty, peace and justice, sustainability and human rights
- We deliver a healthy mixture of core services and ambitious projects
- We are connected with many other globally-focused organisations, and have forged strong partnerships with schools, universities and other charities
- We have a track record of success in our educational work
- We manage a vital asset in the Temple of Peace and Health, hosting other organisations and providing a venue for many external events
- We have a distinctive brand and high quality online presence

The WCIA and you

As a supporter of the WCIA, you might begin your journey with us when we visit your primary school classroom to lead a discussion on children's rights, while your teacher brings philosophy to the classroom after attending training with us. Perhaps you will encounter us again at college, as you represent China or Brazil in one of our Model United Nations conferences.

You may be inspired to remain in Wales and study international relations at university, where you find us working with student societies that encourage action on global issues.

Perhaps you will go on to work or volunteer in international development and benefit from the opportunities we offer through the Wales International Development Hub. Or perhaps you'll enhance your skills through volunteering with us, or we'll direct you to a myriad of local, internationally focused groups.

And whoever you are, at whatever stage of your life or career, there will be challenging discussions to join, critical skills to learn, projects to get involved with, stories to share and questions to ask about the big issues that affect your lives.

This supporter's journey sums up the WCIA's ambition: we want to see a Wales where everyone can thrive from their involvement in global issues; where being outward-looking and internationally connected is a positive and distinctive feature of Wales' identity.

2. Today's world

As an outward-looking charity, our work is shaped by what happens both in Wales and in the wider world.

Some of the external factors are well known, as they affect our daily lives and are always in the news. The current economic downturn, for example, has global roots but national and local effects. And it has arguably softened the international community's response to climate change, which is perhaps the defining international issue of the 21st century. Communication technologies provide greater opportunities than ever before to connect with people throughout the world and take collective action on poverty and human rights.

Other factors may not be so obvious, but they are at the root of how the world functions and countries interact. The United Nations' Millennium Development Goals, which aim to transform the quality of life in the world's poorest countries, will soon be replaced by a new set of goals and therefore new challenges. These will play a key role in debates over international aid and our responsibilities towards fellow human beings.

Immigration, corporate funding, food security and, of course, the continuing struggle for peace are just some of the other topics that define our lives and therefore the WCIA's work in connecting Wales and the world.

We will make sure that the WCIA's work is relevant to today's world, and to the lives of people in Wales.

We are also affected by political priorities and economic realities in Wales itself.

This WCIA strongly supports the Welsh Government's Wales for Africa programme, which helps Welsh and African communities to support and benefit each other; and in Education for Sustainable Development and Global Citizenship, an important initiative that underpins global education in Wales.

However, although many politicians in Wales are internationalist in outlook, this won't necessarily translate into continued funding for international activities.

The Welsh Government's first priority is to tackle poverty and to provide better opportunities for jobs. The forthcoming Future Generations Bill is as much about sustainability of jobs and employment as it is about environmental protection or Wales' international responsibilities. The important links between these areas – between decisions made in Wales and global sustainability – often goes unacknowledged.

We will help strengthen the government's resolve to support internationally focused programmes, while also supporting people to develop skills and confidence to engage with the wider world.

Finally, charities currently face their toughest challenge yet in securing finances; funding patterns have shifted from the long to the short term, and in some cases the sources of support have disappeared altogether. These challenges have resulted in innovation in the third sector, with charities placing greater emphasis on partnership and mutual support, and adopting new working models to ensure their services can continue.

The WCIA will continue adapting to this challenging climate, offering new services and forming new partnerships to ensure that our work continues and is strengthened.

Our strategy for 2014-19

Within this context, our strategy seeks to bring together two important facets. Firstly, we believe being involved in global issues has value in and of itself. Secondly, we know it is more challenging than ever before to succeed in the global marketplace; so people need to be able to communicate across cultures and countries and have an awareness of the world outside Wales. These two are linked because **being involved in global issues has the power to transform our values, our prospects, and our outlook on life**. Together they can help Wales to become a more sustainable and outward-looking nation.

We have therefore established three strategic priorities for the next five years.

1. Inspire a wider range of people in Wales to learn about and act on global issues

We want the WCIA's work to be relevant to more people's daily lives, and to be welcoming and inclusive. We'll actively seek to include marginalised groups in our work and maximise the opportunities of online communication. We also want to support Welsh businesses to strengthen the international dimensions in their work. Where we don't have the capacity to do things ourselves, we will help people find the information and organisations that they need.

2. Provide more opportunities for people to volunteer and develop skills

We recognise that skills development is at heart of Wales becoming a stronger, more sustainable nation with opportunities for all; we therefore want to support people's personal and professional development as they become involved in international affairs. Providing excellent volunteering opportunities is an important part of this drive, and can in turn improve the quality and reach of the WCIA's work. We can also make a valuable contribution through the services we deliver to schools and businesses.

3. Play a stronger role in the development of Wales as an outward-looking and successful nation

We support the ambition for Wales to be a global leader in sustainable development, and we want to play our part in making this happen. Wales has cultural and historical strengths which can lend it a unique voice in international affairs, and we will host debates and influence government policy to this end. In international development in particular, we'll help Wales to build on its strengths of community participation and international linking. Individual people have a vital role to play in these national developments.