

PEACE BY YOUTH
STRATEGIC PLAN
2024-2030

Empower, Innovate, Transform:
Peace by Youth's Roadmap to 2030





MESSAGE FROM

EXECUTIVE DIRECTOR

I am delighted to share with you our program and projects strategy, developed in a participatory way and approved by our General Body, being convinced of its interest due to its qualitative contribution to the reflection and the methods of action that lead over our humanitarian work.

This is our first strategic plan, PY publishes for the 06 years starting from January 2024 to December 2030.

With our diverse experience, we think about our interventions in a more inclusive and multidimensional approach, based at the same time on peace, youth development and human rights, management by objective founded on results and, finally, on the involvement of participants, with dynamic interlocution relationships.

I thus aspire, for the next few years, while remaining faithful to our associative project, to what we are aiming for with our teams: development and continuous improvement of the impact of our actions in favor of the most vulnerable communities. Inclusiveness, quality, innovation, environment, and gender will be the watchwords of our plan.

With the coordinated action of participants, donors, volunteers, employees and partners, we will be, I am convinced of it, resolutely focused on human development, living well together and respect for the youth, gender, and environment, for a solidarity that surpasses variances.



Nisar Ahmed
Executive Director, PY

OUR WAY

EMBRACING INNOVATION, COLLABORATION, AND EMPOWERMENT

At Peace by Youth (PY), our approach for the strategic period of 2024-2030 is deeply rooted in our foundational beliefs and values. We are committed to nurturing a framework that is innovative, collaborative, and empowering, which are essential for driving meaningful change and addressing the challenges faced by youth in Pakistan.

INNOVATION: BRIDGING TRADITION WITH MODERNITY

Innovation lies at the heart of PY's strategy. We recognize that sustainable solutions to the multifaceted challenges facing our communities require creative thinking and modern approaches. Our plan is to:

- ▶ Leverage technology to enhance our outreach and effectiveness. This includes developing digital platforms for education and skill development and utilizing social media to engage with and mobilize the youth.
- ▶ Encourage innovative problem-solving among the youth by hosting workshops, think tanks, and competitions that inspire creative solutions to local and global challenges.

COLLABORATION: STRENGTHENING PARTNERSHIPS AND NETWORKS

Understanding that the magnitude of our goals exceeds the capacity of any single organization, we prioritize collaboration:

- ▶ Strengthen existing partnerships and forge new alliances with NGOs, government bodies, international agencies, and the private sector. These collaborations aim to amplify our impact and expand our reach.
- ▶ Engage with local communities, ensuring that our initiatives are grounded in the real-world experiences and needs of the people we aim to serve.

EMPOWERMENT: ENABLING SELF-RELIANCE AND CONFIDENCE

Empowerment remains the cornerstone of our approach:

- ▶ Focus on capacity-building initiatives that equip young people with the skills, knowledge, and confidence to take charge of their futures. This includes leadership training, vocational skills development, and education programs.
- ▶ Create platforms for youth to voice their opinions, participate in decision-making processes, and contribute to community development. We believe in fostering an environment where youth feel valued and heard.

ADAPTIVE AND RESPONSIVE APPROACH:

Our strategy is not static; it's designed to be adaptive and responsive:

- ▶ Regularly assess the impact of our programs and initiatives, using both qualitative and quantitative methods, to ensure they are meeting the evolving needs of the youth.
- ▶ Stay abreast of socio-economic and political changes, adapting our strategies and approaches to remain relevant and effective in the dynamic landscape of Pakistan.

THIS IS OUR COMMITMENT TO AN INNOVATIVE, COLLABORATIVE, AND EMPOWERING APPROACH. PEACE BY YOUTH (PY) ENVISIONS A FUTURE WHERE THE YOUTH OF PAKISTAN ARE AT THE FOREFRONT OF CREATING A PROSPEROUS, EQUITABLE, AND PEACEFUL SOCIETY. THROUGH OUR EFFORTS, WE AIM TO INSPIRE AND MOBILIZE A NEW GENERATION OF CHANGE-MAKERS WHO ARE EQUIPPED TO TACKLE THE CHALLENGES OF TODAY AND TOMORROW.



THE CONTEXT

NAVIGATING THE SOCIO-POLITICAL AND ECONOMIC LANDSCAPE OF PAKISTAN



As Peace by Youth (PY) embarks on its strategic plan for 2024-2030, it is crucial to understand the socio-political and economic context in which we operate. Pakistan's landscape is marked by its youthful demographic, diverse cultural tapestry, and complex socio-economic challenges. Our strategic plan is crafted in response to this unique milieu, recognizing the potential of youth as catalysts for change.

DEMOGRAPHIC DYNAMICS:

Pakistan is one of the youngest countries globally, with a significant portion of its population under 30. This demographic dividend presents both an opportunity and a challenge. While it offers a potential workforce to drive economic growth and social change, the lack of adequate education, employment opportunities, and civic engagement platforms for youth can lead to underutilization of this demographic potential.

ECONOMIC FACTORS:

The Pakistani economy faces several challenges, including high unemployment rates, inflation, and resource constraints. The youth, particularly in rural and underprivileged areas, are often the hardest hit by these economic conditions. Our strategy acknowledges these challenges and aims to provide pathways for economic empowerment and sustainable livelihoods for young people.

THE STRATEGIC PLAN ACKNOWLEDGES THE MULTIFACETED ENVIRONMENT IN WHICH PY OPERATES. IT UNDERSCORES THE NEED FOR A DYNAMIC, INCLUSIVE, AND RESPONSIVE APPROACH TO YOUTH EMPOWERMENT AND SOCIAL DEVELOPMENT IN PAKISTAN. BY UNDERSTANDING AND ADDRESSING THESE CONTEXTUAL FACTORS, PY AIMS TO EFFECTIVELY EMPOWER THE YOUTH TO LEAD THE WAY IN CREATING A MORE PROSPEROUS, EQUITABLE, AND PEACEFUL SOCIETY.

SOCIO-POLITICAL LANDSCAPE:

The socio-political environment in Pakistan is characterized by its complexity, with issues such as social inequality, gender disparities, and regional conflicts. Additionally, the political landscape often sees shifts that can impact policy-making and resource allocation for youth and social development programs.

CULTURAL AND SOCIAL NORMS:

Cultural norms and social structures in Pakistan significantly influence youth development. Traditional views often limit the roles and participation of young people, especially women, in public and community life. Addressing these cultural constraints is essential for the holistic development and empowerment of youth.

TECHNOLOGICAL ADVANCEMENTS:

Rapid technological advancements globally and within Pakistan present both opportunities and challenges. Digital literacy and access to technology can greatly enhance education, employment, and participation in civic life for youth. PY's strategy incorporates leveraging technology for youth development while also addressing the digital divide.

ENVIRONMENTAL AND HEALTH CHALLENGES:

Environmental issues, including climate change, water scarcity, and pollution, along with health crises like the COVID-19 pandemic, have profound impacts on the lives of young Pakistanis. These challenges require innovative solutions and resilient community responses, which our strategic plan aims to address.

OUR COMMITMENTS

PLEDGING STEADFAST DEDICATION TO OUR CORE VALUES AND GOALS



As we navigate the path laid out in our strategic plan for 2024-2030, Peace by Youth (PY) reaffirms its commitment to a set of core values and objectives. These commitments form the bedrock of our operations and guide our actions as we strive to empower the youth of Pakistan.



01 COMMITMENT TO YOUTH EMPOWERMENT:

- ▶ **Fostering Leadership and Participation:** We are dedicated to nurturing leadership skills among the youth, ensuring they have a voice and are active participants in decision-making processes at local, regional, and national levels.
- ▶ **Skill Development and Education:** We commit to providing educational opportunities and skill development programs that are in line with the evolving job market and societal needs, ensuring that young people are well-equipped for the future.
- ▶ **Democracy and Youth:** Enhancing leadership and participation initiatives to include democratic education, encouraging youth to engage in political processes and civic responsibilities, thereby fostering a politically aware and active generation.

02 COMMITMENT TO SOCIAL JUSTICE AND EQUITY:

- ▶ **Advocacy for Rights and Inclusivity:** PY stands firm in its commitment to advocating for the rights of all youth, regardless of gender, ethnicity, or socio-economic background, promoting an inclusive society where every young person can thrive.
- ▶ **Addressing Social and Cultural Barriers:** We are committed to breaking down the barriers imposed by traditional norms and societal structures that hinder the full participation of youth, especially women and marginalized communities.
- ▶ **Data-Driven Decision Making:** Integrating data-driven approaches in advocacy for rights and inclusivity, using empirical evidence to guide actions and measure the effectiveness of social justice initiatives.

03 COMMITMENT TO SUSTAINABLE DEVELOPMENT:

- ▶ **Environmental Stewardship:** Acknowledging the critical importance of environmental sustainability, PY is dedicated to integrating environmental consciousness into all our programs and advocating for sustainable practices.
- ▶ **Community-Driven Initiatives:** We are committed to developing and supporting initiatives that foster community resilience, sustainable livelihoods, and address local needs in a sustainable manner.
- ▶ **Climate Change:** Expanding environmental stewardship to specifically address climate change, focusing on education, mitigation strategies, and advocating for sustainable practices and policies.

04 COMMITMENT TO PEACE AND HARMONY:

- ▶ **Promoting Peace Education:** PY is committed to inculcating values of peace, tolerance, and mutual respect among the youth, using education and training programs.
- ▶ **Conflict Resolution and Community Cohesion:** We dedicate ourselves to facilitating dialogue and conflict resolution activities that strengthen community bonds and promote social harmony.
- ▶ **Democracy and Youth:** Linking peace education with democratic values, highlighting the role of democratic principles in fostering peaceful societies and encouraging youth participation in democratic processes.

05 COMMITMENT TO TRANSPARENCY AND ACCOUNTABILITY:

- ▶ **Ethical Operations:** Upholding the highest standards of transparency and accountability in all our endeavors remains a fundamental commitment.
- ▶ **Responsible Stewardship of Resources:** We pledge to manage our resources responsibly, ensuring that donations, grants, and other forms of support are utilized effectively for the intended purposes.
- ▶ **Data-Driven Decision Making:** Employing data analytics to enhance transparency in operations and resource management, ensuring accountability and efficiency in all endeavors.

06 COMMITMENT TO INNOVATION AND ADAPTABILITY:

- ▶ **Embracing Technological Advancements:** PY commits to staying abreast of technological trends and leveraging digital tools to enhance our programs and outreach.
- ▶ **Adaptive Strategies:** We are committed to regularly reviewing and adapting our strategies to remain effective and relevant in the ever-changing socio-economic landscape of Pakistan.
- ▶ **Data-Driven Decision Making and Climate Change:** Adopting innovative and data-informed strategies to address environmental challenges and adapt to the evolving socio-economic landscape, focusing on sustainable solutions and technological advancements.

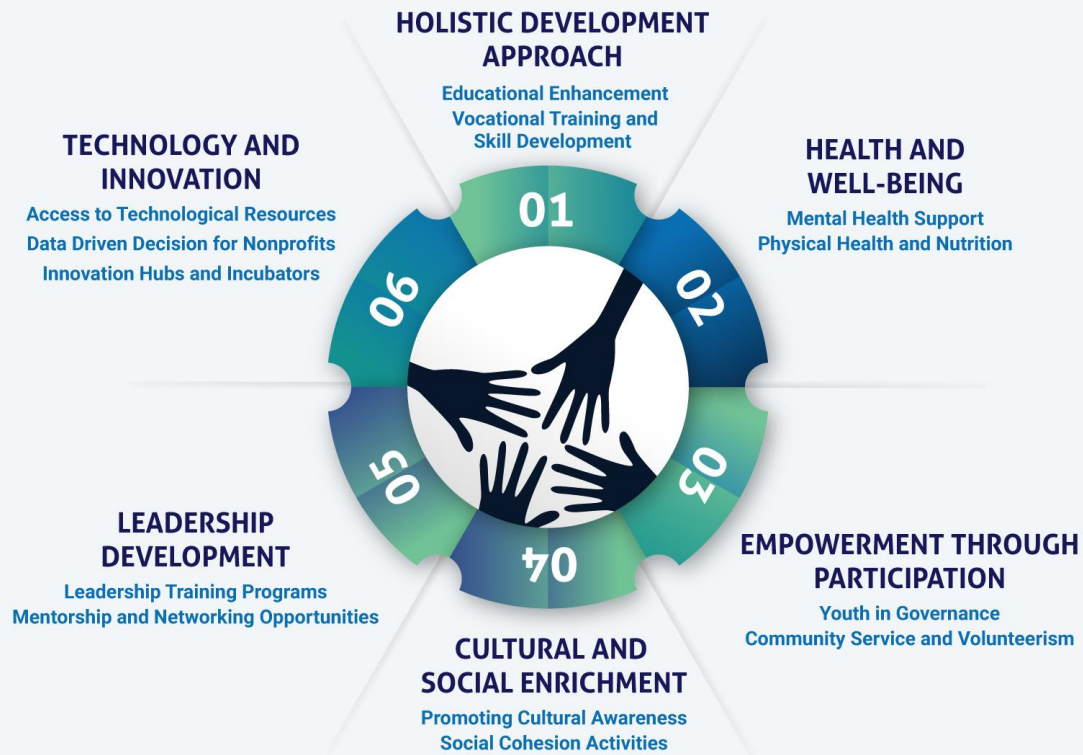
OUR COMMITMENTS REFLECT PY'S DEDICATION TO ITS MISSION OF EMPOWERING YOUTH, FOSTERING SOCIAL JUSTICE, PROMOTING SUSTAINABLE DEVELOPMENT, AND CULTIVATING PEACE AND HARMONY. THESE COMMITMENTS GUIDE OUR STRATEGIES, INFORM OUR ACTIONS, AND FUEL OUR VISION FOR A PROSPEROUS, EQUITABLE, AND PEACEFUL FUTURE FOR THE YOUTH OF PAKISTAN.



YOUTH DEVELOPMENT

NURTURING THE POTENTIAL OF PAKISTAN'S FUTURE LEADERS

In the strategic period of 2024-2030, Peace by Youth (PY) places a strong emphasis on Youth Development as a cornerstone of our mission. Understanding that the youth are not just future leaders but also present agents of change, we are committed to a comprehensive approach that nurtures their all-round development.



HOLISTIC DEVELOPMENT APPROACH:

- ▶ **Educational Enhancement:** PY aims to extend quality education beyond traditional boundaries, incorporating digital literacy, life skills education, and activities fostering critical thinking and creativity. A key addition is Climate Change Literacy, equipping youth with knowledge about environmental challenges and sustainable practices.
- ▶ **Vocational Training and Skill Development:** Recognizing the need for employability, PY commits to vocational training in diverse sectors, aligning with market needs and future trends. This includes skills relevant to green jobs and sustainable industries, addressing the evolving demands of a climate-conscious global economy.

HEALTH AND WELL-BEING:

- **Mental Health Support:** We acknowledge the importance of mental health in youth development. Our plan includes the provision of counseling services, mental health awareness campaigns, and support groups to address this crucial aspect.
- **Physical Health and Nutrition:** Initiatives focusing on physical health, including sports programs, nutrition education, and health check-up camps, will be integral to our youth development programs.

EMPOWERMENT THROUGH PARTICIPATION:

- ▶ **Youth in Governance:** PY intensifies its commitment to involving youth in governance processes at various levels, including local community groups and organizational decision-making bodies. This initiative is expanded to include structured programs on democratic participation and political engagement, where young people are educated about democratic processes and their role in governance. By doing so, PY ensures that youth voices are not only heard but are also influential in shaping policies and decisions that affect them.
- ▶ **Community Service and Volunteerism:** In addition to facilitating community service opportunities and volunteer programs, PY integrates these experiences with practical exercises

in democratic participation. These programs are designed to instill a sense of social responsibility, community engagement, and an understanding of democratic values. By engaging in these activities, youth develop a deeper appreciation of their role in a democratic society and are encouraged to actively participate in civic and democratic processes.

THE YOUTH DEVELOPMENT ENCOMPASSES A COMPREHENSIVE, MULTI-FACETED APPROACH. PEACE BY YOUTH (PY) IS DEDICATED TO CREATING AN ENVIRONMENT WHERE THE YOUTH OF PAKISTAN CAN THRIVE, DEVELOP THEIR POTENTIAL, AND CONTRIBUTE EFFECTIVELY TO THE NATION'S PROGRESS. THIS COMMITMENT TO YOUTH DEVELOPMENT IS FUNDAMENTAL TO ACHIEVING OUR VISION OF A PROSPEROUS, PEACEFUL, AND EQUITABLE PAKISTAN.

CULTURAL AND SOCIAL ENRICHMENT:

- ▶ **Promoting Cultural Awareness:** Our programs will include cultural exchange initiatives, arts and music programs, and heritage conservation projects to enrich the cultural understanding of youth.
- ▶ **Social Cohesion Activities:** To foster unity and tolerance, PY will organize inter-community dialogues, peacebuilding workshops, and collaborative projects that bring together youth from diverse backgrounds.

LEADERSHIP DEVELOPMENT:

- ▶ **Leadership Training Programs:** We will conduct leadership training and development workshops to equip young people with the skills necessary for effective leadership, including communication, problem-solving, and strategic planning.

▶ Mentorship and Networking Opportunities:

Establishing mentorship schemes and networking platforms will enable young individuals to connect with professionals and leaders, facilitating knowledge exchange and career guidance.

TECHNOLOGY AND INNOVATION:

- ▶ **Access to Technological Resources:** PY emphasizes the importance of providing youth with the latest technology tools and resources, including computer labs, digital libraries, and online learning platforms. Additionally, PY integrates Data-Driven Decision Making strategies in all technology-related programs, ensuring that technology use and program development are guided by empirical data and analytics.
- ▶ **Innovation Hubs and Incubators:** PY plans to establish innovation hubs and incubators focusing not only on technological development but also on nurturing data-driven innovation skills. These spaces will encourage young entrepreneurs and tech enthusiasts to leverage data analytics in developing and refining their ideas, fostering a culture of informed, evidence-based technological advancements.

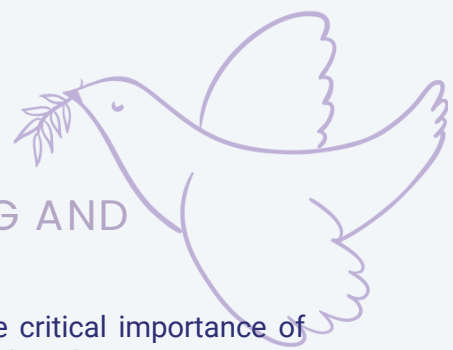
WE CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS

WE CONTRIBUTE IN

-  **04** Quality Education
-  **05** Gender Equality
-  **08** Economic Growth
-  **09** Industry, Innovation, Infrastructure
-  **10** Reduced Inequalities
-  **11** Sustainable Cities
-  **13** Climate Action
-  **16** Peace, Justice, & strong Institution
-  **17** Partnership for the Goal



PEACE & HARMONY



CULTIVATING A CULTURE OF UNDERSTANDING AND MUTUAL RESPECT

In the strategic plan for 2024-2030, Peace by Youth (PY) emphasizes the critical importance of promoting peace and harmony within communities. Understanding that lasting peace is foundational for sustainable development, our focus is on nurturing a culture where mutual respect, understanding, and peaceful coexistence are the norms.

FOSTERING INTER-COMMUNITY DIALOGUE:

Fostering inter-community dialogue is a multifaceted approach to peacebuilding and reconciliation that Peace by Youth (PY) emphasizes in its strategic plan. These efforts are centered around creating platforms and workshops that engage diverse groups in meaningful conversation and mutual understanding. Such platforms are not only about discussing community issues but also about weaving stronger social fabrics that can withstand the pressures of conflict.

- ▶ **Dialogue Platforms:** Establishing forums where individuals from diverse backgrounds can engage in open dialogue. These platforms will address community issues, encourage understanding, and promote reconciliation.
- ▶ **Conflict Resolution Workshops:** Conducting workshops and seminars on conflict resolution techniques, emphasizing non-violent communication and problem-solving skills.

Additionally, PY plans to:

- ▶ Facilitate storytelling sessions where participants can share personal experiences, fostering empathy and breaking down barriers.
- ▶ Implement peace education in schools and communities to cultivate a culture of non-violence from a young age.
- ▶ Use digital tools to connect remote or marginalized communities into these dialogues, ensuring inclusivity.
- ▶ Engage local influencers and community leaders to champion and model effective dialogue and reconciliation efforts.

EDUCATIONAL INITIATIVES FOR PEACE:

Educational initiatives for peace are critical for PY's vision of a harmonious society. The approach includes:

- ▶ **Curriculum Development:** Crafting educational content that incorporates peace studies, including modules on conflict resolution, ethical decision-making, and principles of global citizenship. This content is designed to be seamlessly integrated into existing curricula, promoting a mindset of peace and cooperation among students.
- ▶ **Teacher Training:** Offering robust training programs for teachers, equipping them with the methodologies and tools needed to deliver peace education effectively. This training empowers educators to foster a classroom environment that encourages dialogue, critical thinking, and a deeper understanding of peace as a core societal value.

These initiatives aim to build a generation of peace-minded individuals by embedding the values of non-violence, empathy, and global responsibility into the educational experience from an early age.

THE 'PEACE & HARMONY' SECTION OF OUR 2024-2030 STRATEGIC PLAN REFLECTS PY'S COMMITMENT TO BUILDING A MORE PEACEFUL SOCIETY. WE BELIEVE THAT THROUGH EDUCATION, DIALOGUE, CULTURAL EXCHANGES, AND YOUTH-LED INITIATIVES, WE CAN FOSTER AN ENVIRONMENT WHERE PEACE AND HARMONY FLOURISH. THIS COMMITMENT IS INTEGRAL TO ACHIEVING OUR BROADER VISION OF A JUST, EQUITABLE, AND PROSPEROUS FUTURE FOR ALL IN PAKISTAN.

CULTURAL AND ARTS-BASED PROGRAMS:

Cultural and arts-based programs are pivotal in fostering peace and unity. PY's strategic plan emphasizes:

- ▶ **Art and Music for Peace:** Utilizing the universal appeal of art and music to bring communities together, PY will host a variety of events, including concerts, art exhibitions, and theater performances. These events will not only entertain but also carry powerful messages of peace and solidarity.
- ▶ **Cultural Exchange Initiatives:** PY plans to facilitate programs that encourage cultural exchanges, allowing individuals to immerse themselves in and appreciate the richness of different cultures. By experiencing a variety of cultural traditions, participants can build mutual respect and a deeper understanding of one another, which is foundational for lasting peace and unity.

YOUTH-LED PEACE INITIATIVES:

Peace by Youth (PY) is taking innovative steps to involve young people in peacebuilding through two key programs:

- ▶ **Youth Peace Ambassadors:** This initiative aims to cultivate a cadre of young leaders trained in peacebuilding strategies. These ambassadors will spearhead community-level peace activities, serving as exemplars of harmony.
- ▶ **Grassroots Peace Projects:** PY encourages the youth to design and implement their own peace-centric projects. To facilitate this, PY offers grants to support endeavors that target local conflicts and promote unity, empowering young people to be changemakers in their communities.

COLLABORATIONS FOR PEACEBUILDING:

Collaborations for peacebuilding in Peace by Youth's (PY) strategy involve:

- ▶ **Partnerships with Peace Organizations:** PY will partner with both local and international organizations specializing in peacebuilding and conflict resolution. These partnerships are aimed at enhancing the effectiveness and reach of PY's peace initiatives. By collaborating with established peace organizations, PY can leverage their expertise, resources, and networks to implement more impactful peacebuilding programs.
- ▶ **Community Leader Engagement:** PY recognizes the influential role of community leaders, including religious and local leaders, in fostering peace and harmony. The strategy involves actively engaging these leaders in peacebuilding efforts. This engagement is crucial for ensuring that the peace initiatives are contextually relevant, culturally sensitive, and widely accepted within the community. By involving leaders who are respected and have a deep understanding of the local dynamics, PY aims to create a more inclusive and effective approach to peacebuilding.

MONITORING AND EVALUATION OF PEACE EFFORTS:

In Peace by Youth's (PY) strategic plan, monitoring and evaluation of peace efforts are crucial components:

- ▶ **Impact Assessment:** This involves a continuous process of evaluating the effectiveness of peace and harmony initiatives. PY plans to use both quantitative and qualitative methods to gauge the impact of these initiatives. Regular assessments will help identify areas of success and aspects needing improvement, ensuring that the initiatives are achieving their desired outcomes.
- ▶ **Research and Documentation:** PY will conduct extensive research on the dynamics of conflict and the effectiveness of various peace efforts. This research is aimed at understanding the underlying causes of conflicts and identifying effective strategies for peacebuilding. The findings from this research will be documented meticulously, creating a valuable repository of knowledge. This information will not only guide PY's current and future initiatives but will also be shared with other organizations and stakeholders in the field of peacebuilding for broader benefit and learning.

GENDER, DIVERSITY, AND INCLUSION



CHAMPIONING EQUITY AND INCLUSIVITY IN EVERY SPHERE

In its strategic plan for 2024-2030, Peace by Youth (PY) reaffirms its unwavering commitment to gender equality, diversity, and inclusion. Recognizing the intrinsic value of diverse perspectives and the importance of equitable opportunities, PY is dedicated to creating an environment where all individuals, irrespective of gender, ethnicity, or background, can thrive and contribute meaningfully.

GENDER EQUALITY INITIATIVES:

PY's commitment to gender equality is embodied in these initiatives, which are integral to building a more equitable and inclusive society. Through these efforts, PY aims to enhance the status of women and girls in various aspects of social, economic, and personal development.

It includes specific Gender Equality Initiatives aimed at empowering women and girls

- ▶ **Empowerment Programs for Women and Girls:** PY plans to develop and implement comprehensive programs to boost women's and girls' empowerment. This includes leadership training to nurture women leaders, skill development workshops to enhance their capabilities, and awareness campaigns focused on women's rights. These programs are designed to empower women and girls, enabling them to assert their rights and participate more actively in society.
- ▶ **Safe Spaces for Women:** The plan also involves creating safe and welcoming spaces exclusively for women. These spaces will serve as hubs where women can gather, learn, and support each other. Resources and services provided in these spaces will be tailored to meet women's specific needs, thereby promoting their well-being and autonomy. These safe spaces are envisaged as nurturing environments where women can freely express themselves, share experiences, and access support and information that caters to their unique challenges and aspirations.

PROMOTING DIVERSITY AND INCLUSION:

In our strategic plan promoting diversity and inclusion is a key focus.

- ▶ **Inclusive Policy Development:** PY is dedicated to ensuring that its organizational policies reflect a strong commitment to diversity and inclusion. This involves a rigorous process of reviewing and updating policies to eliminate any forms of discrimination and to actively promote equality. By doing so, PY aims to foster an organizational culture that is truly inclusive and respectful of diversity in all its forms.
- ▶ **Diverse Representation:** PY recognizes the value of diverse perspectives and experiences. As such, it is actively working to ensure that its teams, leadership roles, and decision-making processes reflect this diversity. This commitment involves targeted recruitment and promotion strategies designed to achieve a more diverse workforce. By embracing diverse representation, PY seeks to enrich its organizational dynamics, enhance creativity, and improve its ability to address the varied needs of the communities it serves.

THE 'GENDER, DIVERSITY, AND INCLUSION' SECTION OF OUR 2024-2030 STRATEGIC PLAN UNDERSCORES PY'S COMMITMENT TO BUILDING A MORE EQUITABLE AND INCLUSIVE SOCIETY. BY CHAMPIONING THESE VALUES IN OUR PROGRAMS, POLICIES, AND PRACTICES, WE AIM TO NOT ONLY ENHANCE THE EFFECTIVENESS OF OUR WORK BUT ALSO CONTRIBUTE TO THE BROADER GOAL OF CREATING A JUST AND EQUITABLE WORLD.

COMMUNITY ENGAGEMENT AND AWARENESS:

PY focuses on two key aspects of community engagement and awareness:

- ▶ **Awareness Campaigns on Diversity and Inclusion:** PY plans to conduct community-based campaigns to raise awareness about the importance of diversity and inclusion. These campaigns will aim to dismantle prejudices and foster understanding and respect among community members of all backgrounds. The focus will be on educating the community about the value of diversity and the need for inclusive practices.
- ▶ **Inclusive Community Programs:** PY is committed to designing and implementing community programs that are accessible and beneficial to everyone, regardless of their gender, ethnicity, or socio-economic status. These programs will cater to the diverse needs of the community, ensuring that everyone has equal access to resources and opportunities. The goal is to create a more inclusive community where everyone feels valued and can participate fully.

TRAINING AND CAPACITY BUILDING:

Peace by Youth (PY)'s strategic plan for 2024-2030 emphasizes the importance of training and capacity building in two main areas:

1. **Sensitivity Training:** PY aims to conduct regular training for staff and volunteers on gender sensitivity, diversity, and inclusion. This training is designed to cultivate an organizational culture that values and respects diversity. Through these sessions, participants will gain a deeper understanding of the nuances of gender and diversity issues, enabling them to interact more respectfully and empathetically with people from various backgrounds.
2. **Capacity Building for Marginalized Groups:** PY plans to offer targeted training and development programs for marginalized groups. These programs will focus on equipping individuals from these groups with the necessary skills and knowledge to overcome societal barriers and achieve success. By providing these groups with specialized training, PY seeks to empower them to realize their full potential and actively participate in community and economic life.

MONITORING AND EVALUATION:

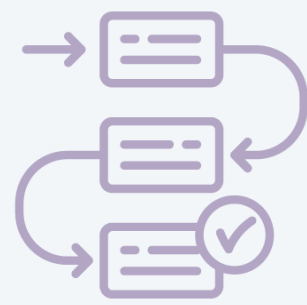
In our strategic plan emphasizes the importance of monitoring and evaluation.

- ▶ **Tracking Progress on Inclusivity Goals:** PY will implement mechanisms to regularly monitor and evaluate their progress in promoting gender equality, diversity, and inclusion. This will involve setting clear benchmarks and systematically collecting relevant data to assess the effectiveness of their initiatives and programs.
- ▶ **Feedback Mechanisms:** PY plans to establish robust feedback channels for beneficiaries and stakeholders. These channels will enable stakeholders to share their experiences and offer suggestions regarding PY's inclusivity efforts. This feedback will be vital for continuous improvement and ensuring that the organization's activities align with the needs and expectations of the communities they serve.



STRATEGIC OBJECTIVES

SETTING THE COURSE FOR IMPACTFUL CHANGE AND DEVELOPMENT



As part of Peace by Youth (PY)'s strategic plan for 2024-2030, we have outlined key strategic objectives that align with our mission and vision. These objectives serve as guiding beacons, directing our efforts towards impactful and sustainable change in the lives of youth and the broader community in Pakistan.

1. EMPOWERING YOUTH THROUGH EDUCATION AND SKILLS DEVELOPMENT:

- ▶ **Objective:** To significantly increase the access and quality of educational and vocational training opportunities for young people, particularly in underserved areas.
- ▶ **Strategies:** PY's approach involves:
 - ▶ Launching innovative educational programs tailored to current needs and future trends.
 - ▶ Setting up vocational training centers to provide practical, job-ready skills.
 - ▶ Collaborating with educational institutions and industry leaders to ensure that training and education are relevant and up-to-date.
 - ▶ Prioritizing areas that historically have less access to quality education and training opportunities.

This strategy objective represents a comprehensive effort to empower youth through education, equipping them with the necessary tools for future success and contributing positively to their communities and the broader society.

2. PROMOTING GENDER EQUALITY AND WOMEN'S EMPOWERMENT:

- ▶ **Objective:** To achieve greater gender parity and empower women and girls through targeted programs and initiatives.
- ▶ **Strategies:** To achieve this objective, PY plans to:
 - ▶ Implement development programs specifically designed for women and girls, focusing on their unique needs and challenges.
 - ▶ Conduct awareness campaigns to increase understanding and support for women's rights and gender equality.
 - ▶ Encourage and facilitate women's participation in leadership roles, ensuring they have a voice in decision-making processes and contribute to community development.

This approach aims to create a more balanced and equitable society where women and girls are equally empowered to realize their potential and contribute to societal progress.

THESE STRATEGIC OBJECTIVES ARE THE PILLARS OF OUR PLAN FOR 2024-2030. THEY REFLECT PEACE BY YOUTH (PY)'S COMMITMENT TO DRIVING MEANINGFUL AND LASTING CHANGE IN PAKISTAN. THROUGH FOCUSED EFFORTS AND COLLABORATIVE APPROACHES, WE AIM TO EMPOWER YOUTH, FOSTER INCLUSIVE GROWTH, AND CONTRIBUTE TO THE DEVELOPMENT OF A PEACEFUL, EQUITABLE, AND SUSTAINABLE SOCIETY.

3. ENHANCING SOCIAL INCLUSION AND COMMUNITY ENGAGEMENT WITH A FOCUS ON DEMOCRACY:

- ▶ **Objective:** Strengthen community engagement and inclusion by promoting democratic participation and governance among youth.
- ▶ **Strategies:**

- ▶ **Democratic Education Workshops:** Organize workshops and seminars focusing on democratic values and systems. These sessions aim to educate youth about the principles of democracy, rights, and responsibilities of citizens.
- ▶ **Youth Forums for Political Engagement:** Establish forums where young people can engage in political discussions, debate policies, and express their views. This will help in nurturing informed and active future citizens.
- ▶ **Partnerships with Local Governments:** Collaborate with local government bodies to provide opportunities for youth to participate in policymaking processes. This can include internships, advisory roles, and youth councils.

PY aims to empower youth to actively participate in democratic processes, ensuring that all community members, especially the youth, have a voice in shaping the society they live in.

4. ADVANCING PEACE AND HARMONY THROUGH EDUCATION AND DIALOGUE:

- ▶ **Objective:** To foster a culture of peace and mutual understanding within and between communities.
- ▶ **Strategies:**
 - ▶ PY plans to implement comprehensive peace education programs that teach conflict resolution, ethics, and global citizenship to foster a deeper understanding of peace and harmony.
 - ▶ Organizing inter-community dialogues is a key strategy to encourage open communication and understanding among different community groups.
 - ▶ Supporting grassroots peace initiatives is also pivotal. PY aims to empower local communities to initiate and lead their peacebuilding projects, thus fostering a bottom-up approach to peace and harmony.

This approach aims to create a more harmonious society by educating individuals and facilitating dialogue, thereby addressing the root causes of conflict and promoting lasting peace.

5. STRENGTHENING ORGANIZATIONAL CAPACITY AND SUSTAINABILITY:

- ▶ **Objective:** To build a robust and sustainable organizational structure capable of effectively delivering PY's mission.
- ▶ **Strategies:**
 - ▶ **Staff Training and Development:** PY emphasizes the need for continuous professional development of its team. This includes specialized training programs to enhance staff skills and knowledge, crucial for effective program delivery.
 - ▶ **Enhancing Operational Efficiency:** The organization plans to streamline its operations through improved processes and the use of technology, thereby increasing efficiency and reducing operational costs.
 - ▶ **Diversifying Funding Sources:** A key strategy is the diversification of funding sources. This includes exploring new funding streams, building partnerships with different stakeholders, and engaging in fundraising activities to ensure financial stability and independence.

These strategies are geared towards creating a resilient and adaptable organization capable of achieving its goals and making a lasting impact.

6. ADVOCATING FOR YOUTH POLICY AND SOCIETAL CHANGE:

- ▶ **Objective:** To influence policies and societal attitudes positively affecting youth development and empowerment.
- ▶ **Strategies:**
 - ▶ **Advocacy Campaigns:** PY plans to conduct targeted advocacy campaigns to raise public awareness and support for issues affecting youth. These campaigns will aim to mobilize public opinion and create a conducive environment for policy change.

- **Strategic Partnerships with Policymakers:** Building strong relationships with policymakers is crucial. PY seeks to collaborate with government officials and policy influencers to advocate for the implementation of youth-friendly policies.
- **Leveraging Media and Public Platforms:** Utilizing various media platforms to highlight youth issues and solutions. This includes using social media, traditional media, and public events to engage a broader audience and generate support for policy changes.

These efforts are focused on creating an enabling environment where youth policy is prioritized, leading to societal changes that empower young people.

7. LEVERAGING TECHNOLOGY AND INNOVATION FOR DEVELOPMENT:

- **Objective:** Enhance PY's approach to technology and innovation by incorporating data-driven decision-making strategies across all programs and operations.
- **Strategies:**
 - **Data Analytics in Program Evaluation:** Implement state-of-the-art data analytics tools to assess the effectiveness of education and training programs. This will enable a deeper understanding of program impacts and guide improvements.
 - **Staff Training in Data Utilization:** Develop training modules for PY staff focused on data interpretation and utilization. This will empower the team to make informed decisions based on empirical data, thereby enhancing program efficiency and effectiveness.
 - **Strategic Planning Using Data Insights:** Utilize data insights for strategic planning and decision-making. This involves incorporating data analysis into the development of new initiatives and the scaling of existing programs, ensuring that resources are allocated to areas with the greatest impact.

With the data-driven practices into technology and innovation strategies, PY aims to optimize program delivery and outcomes, ensuring that technological advancements are effectively leveraged for social development.

8. FOSTERING ENVIRONMENTAL AWARENESS AND SUSTAINABLE PRACTICES:

- **Objective:** Enhance the focus on environmental stewardship and sustainable living, with a special emphasis on combating climate change and its impacts.
- **Strategies:**
 - **Climate Change and Environmental Education:** Expand environmental education programs to specifically include climate literacy. This will cover the science of climate change, its global and local impacts, and actions youth can take to mitigate and adapt to these changes.
 - **Climate-Responsive Conservation Projects:** Direct conservation efforts towards projects that have a positive impact on climate change mitigation and adaptation. This could include initiatives like urban forestry, community gardens, and renewable energy projects.
 - **Advocacy for Climate-Responsive Policies:** Strengthen advocacy efforts to include a focus on policies that address climate change. This involves campaigning for renewable energy adoption, carbon footprint reduction, and support for climate resilience measures in communities.

These integrated efforts aim to create a generation of environmentally conscious youth, actively engaged in addressing the urgent challenges of climate change while promoting sustainable community practices.

MANDATE AND MISSIONS

GUIDING OUR PATH TOWARDS EMPOWERING CHANGE

The Mandate and Missions section of Peace by Youth (PY)'s strategic plan for 2024-2030 articulates the fundamental purpose and the overarching goals that the organization strives to achieve. This serves as the guiding framework for all our initiatives and operations.

THE MANDATE AND MISSIONS OF PEACE BY YOUTH (PY) FOR THE STRATEGIC PERIOD 2024-2030 ARE ANCHORED IN OUR CORE BELIEF THAT YOUTH ARE THE KEY DRIVERS OF SOCIETAL TRANSFORMATION. THESE GUIDING PRINCIPLES WILL STEER OUR EFFORTS IN MAKING A SIGNIFICANT AND LASTING IMPACT ON THE LIVES OF YOUNG PEOPLE AND THE BROADER COMMUNITY IN PAKISTAN.

MANDATE:

- ▶ **Empower Youth:** PY's primary mandate is to empower the youth of Pakistan. This involves providing them with the tools, opportunities, and platforms to realize their potential and contribute positively to society.
- ▶ **Promote Social Justice:** Ensuring that every segment of society, especially the marginalized and underprivileged, has access to justice, opportunities, and a voice in the community.
- ▶ **Foster Peace and Harmony:** Actively working towards creating a culture of peace and mutual understanding, addressing the root causes of conflict, and promoting social cohesion.

MISSIONS:

1. Educational Empowerment:

The mission of Educational Empowerment in Peace by Youth (PY)'s strategic plan focuses on two main aspects:

- ▶ **Quality Education and Training:** PY is dedicated to providing comprehensive education and training to equip youth with essential skills and knowledge. This encompasses not only academic learning but also personal and professional development, preparing young individuals for future challenges and opportunities.
- ▶ **Innovative Educational Methodologies:** The organization aims to innovate in educational content and methods. This includes updating and diversifying educational materials to ensure relevance and accessibility for all segments of society. By doing so, PY seeks to cater to a wide range of learning styles and backgrounds, making education more inclusive and effective.

2. Economic Inclusion and Livelihood Development:

The mission of Economic Inclusion and Livelihood Development in Peace by Youth (PY)'s strategic plan for 2024-2030 aims to:

- ▶ **Create and Enhance Economic Opportunities:** PY is focused on creating and enhancing opportunities for economic participation and sustainable livelihoods, particularly for young people in marginalized communities. This involves developing programs and initiatives that provide youth with the necessary skills, resources, and platforms to engage in productive economic activities.
- ▶ **Partnerships for Economic Empowerment:** The organization plans to collaborate with various stakeholders, including the private sector, government bodies, and other relevant entities, to increase employment and entrepreneurial opportunities for youth. These partnerships are intended to open up new avenues for economic growth and development, aligning with the local and global market needs.

Through these efforts, PY aims to ensure that young people, especially those from underprivileged backgrounds, have equal opportunities to participate in the economy and develop sustainable livelihoods.

3. **Advocacy for Rights and Policy Influence:**

The Advocacy for Rights and Policy Influence mission of Peace by Youth (PY) for the strategic period 2024-2030 involves:

- ▶ **Rights Advocacy:** PY commits to advocating for the rights of youth and marginalized groups. This includes ensuring that their needs and voices are represented and considered in policy-making processes, emphasizing the importance of their rights and welfare in the socio-political arena.
- ▶ **Collaboration for Greater Impact:** The organization plans to collaborate with other civil society organizations and stakeholders. This collaboration aims to amplify advocacy efforts, ensuring a more significant impact. By joining forces, PY can enhance its influence and effectiveness in advocating for policy changes that benefit youth and marginalized groups.

4. **Promotion of Gender Equality and Inclusion:**

The Promotion of Gender Equality and Inclusion mission of Peace by Youth (PY) focuses on two key areas:

- ▶ **Achieving Gender Parity and Inclusivity:** PY is committed to actively promoting gender equality across all societal aspects. This involves challenging and changing existing structures and norms that perpetuate gender disparities, aiming to achieve balance and fairness in opportunities, rights, and representation for all genders.
- ▶ **Targeted Programs for Women and Girls:** PY is committed to implementing initiatives specifically designed to address the unique challenges faced by women and girls. This could encompass educational programs, professional development opportunities, and support services focused on empowering them to overcome societal barriers and achieve equitable status.

5. **Peacebuilding and Conflict Resolution:**

Peace by Youth (PY)'s strategic focus on peacebuilding and conflict resolution involves:

- ▶ **Conflict Resolution Initiatives:** Developing and facilitating programs aimed at resolving conflicts at both individual and community levels. This includes setting up dialogues, mediations, and reconciliation processes to address existing conflicts and prevent future disputes.
- ▶ **Peace Education and Training:** Providing education and training in peacebuilding to individuals and communities. This involves teaching skills and strategies for conflict resolution, promoting understanding and tolerance, and equipping people with the tools they need to manage disagreements constructively and peacefully.

6. **Environmental Stewardship and Sustainability:**

Peace by Youth (PY)'s commitment to environmental stewardship and sustainability includes:

- ▶ **Promoting Environmental Awareness:** PY aims to increase awareness about environmental issues among youth and communities. This involves education and advocacy campaigns focusing on the importance of sustainable practices and the impact of environmental issues on daily life.
- ▶ **Engagement in Conservation Projects:** PY plans to actively participate in and support environmental conservation and sustainability projects. This includes initiatives like tree planting, waste management programs, and efforts to preserve natural resources, all aimed at fostering a sustainable and healthy environment.

7. **Innovation and Technological Advancement:**

Peace by Youth (PY)'s focus on innovation and technological advancement involves:

- ▶ **Leveraging Technology for Social Challenges:** PY plans to harness the potential of technology to address various social issues. This includes using digital platforms for educational purposes, developing apps for social activism, and implementing tech-based solutions to enhance community engagement and service delivery.
- ▶ **Encouraging Youth Engagement in Technology:** The organization intends to inspire and support the youth in their technological and innovative endeavors. This includes organizing tech-focused workshops, innovation challenges, and providing platforms for young tech enthusiasts to showcase their projects, thereby contributing to societal improvement through technological advancements.

SOCIO-ECONOMIC MODEL

INTEGRATING SOCIAL IMPACT WITH ECONOMIC EMPOWERMENT



Introduction:

In the strategic plan for 2024-2030, Peace by Youth (PY) introduces a comprehensive socio-economic model designed to integrate social impact with economic empowerment. This model reflects our commitment to creating sustainable, long-term solutions to the challenges faced by the youth and communities in Pakistan.

MODEL OVERVIEW:

The socio-economic model of PY is built on the premise that social development and economic empowerment are interdependent. Our approach focuses on creating synergies between these two elements, ensuring that our initiatives not only foster social betterment but also contribute to economic growth and stability.

OUR SOCIO-ECONOMIC MODEL FOR THE 2024-2030 STRATEGIC PERIOD IS DESIGNED TO BE DYNAMIC, INCLUSIVE, AND SUSTAINABLE. BY INTEGRATING SOCIAL AND ECONOMIC DEVELOPMENT STRATEGIES, PEACE BY YOUTH (PY) AIMS TO CREATE A HOLISTIC APPROACH THAT NOT ONLY ADDRESSES IMMEDIATE NEEDS BUT ALSO PAVES THE WAY FOR LONG-TERM PROSPERITY AND SOCIAL WELL-BEING IN PAKISTAN.

KEY COMPONENTS OF THE MODEL:

1. Education and Skill Development:

- ▶ **Foundation:** Building a strong foundation through quality education, vocational training, and skill development programs.
- ▶ **Economic Relevance:** Aligning education and training with market needs to ensure employability and entrepreneurial opportunities for youth.

2. Community Engagement and Empowerment:

Peace by Youth (PY)'s approach to community engagement and empowerment includes:

- ▶ **Participatory Development:** PY focuses on involving communities in the planning and implementation of development projects. This approach ensures that initiatives are specifically tailored to meet the needs and aspirations of each community. By actively involving community members in the decision-making process, PY aims to create projects that are more effective and meaningful for the people they are designed to help.
- ▶ **Local Ownership:** The strategy also aims to encourage local ownership of projects. This means empowering community members to take charge and have a sense of responsibility for the initiatives. Such ownership is crucial for the long-term sustainability and success of the projects. When community members feel a sense of ownership, they are more likely to be engaged, maintain the initiatives, and ensure their continuation beyond the life of the project.

3. Economic Inclusion:

The "Economic Inclusion" aspect of Peace by Youth's (PY) socio-economic model aims to empower marginalized and underrepresented groups through economic participation and entrepreneurship. Here are the key points in detail:

1. Creating Economic Opportunities:

- ▶ Establishing platforms for marginalized and underrepresented groups to engage in economic activities.
- ▶ Developing initiatives to facilitate access to markets and financial resources.

2. Entrepreneurship Support:

- ▶ Providing mentorship programs that guide young entrepreneurs through business development and management.
- ▶ Offering access to capital through partnerships with financial institutions, grants, or microloans.

- ▶ Facilitating networking events to connect young entrepreneurs with industry leaders and potential investors.
 - 3. **Market Linkage Programs:**
 - ▶ Developing partnerships with private sector entities to open market access for new entrepreneurs.
 - ▶ Creating digital platforms for marketing and selling products or services developed by young entrepreneurs.
 - 4. **Skill Development and Training:**
 - ▶ Offering specialized training programs focused on market-relevant skills to enhance employability and business acumen.
 - ▶ Integrating entrepreneurship education into existing training modules.
 - 5. **Community-Based Economic Initiatives:**
 - ▶ Encouraging community-led economic projects that are sustainable and benefit local economies.
 - ▶ Fostering local entrepreneurship and small-scale business ventures that address local needs and create employment.
 - 6. **Youth-Focused Economic Programs:**
 - ▶ Tailoring economic development programs to address the specific needs and aspirations of young people.
 - ▶ Engaging youth in the design and implementation of these programs to ensure they are relevant and effective.
 - 7. **Policy Advocacy:**
 - ▶ Advocating for policies that remove barriers to economic inclusion for marginalized groups.
 - ▶ Working with governmental and non-governmental organizations to create favorable environments for youth entrepreneurship.
 - 8. **Sustainability and Environmental Consideration:**
 - ▶ Ensuring that economic activities promoted under this model are environmentally sustainable.
 - ▶ Encouraging eco-friendly business practices and green entrepreneurship.
4. **Sustainable Livelihoods:**
The section on Sustainable Livelihoods in Peace by Youth's (PY) strategic plan emphasizes:
- ▶ **Developing Income Generation Projects:** Initiating projects that are both environmentally sustainable and socially beneficial. These projects aim to create economic opportunities that respect ecological balance and promote community welfare.
 - ▶ **Skill Matching with Market Opportunities:** Ensuring that the training and skills imparted to the youth align with local and regional economic demands. This approach is designed to enhance the employability of young people and ensure that their skills are relevant to current and future job markets.
5. **Advocacy and Policy Influence:**
This section of PY's strategic plan, the focus is on:
- ▶ **Influencing Economic Policies:** PY advocates for policies that bolster youth employment, entrepreneurship, and economic development. This involves lobbying for legislative and regulatory changes that create a conducive environment for young people's economic participation.
 - ▶ **Rights-Based Approach to Economic Development:** Emphasizing fair labor practices and equal access to resources, PY promotes a rights-based approach. This means ensuring that economic growth strategies are inclusive, equitable, and respect the rights of all community members, especially the marginalized and underprivileged.
6. **Partnerships and Collaboration:**
- ▶ **Multi-Sector Partnerships:** PY aims to collaborate across various sectors, engaging with government entities, the private sector, and civil society organizations. The goal is to leverage diverse resources and expertise, ensuring a comprehensive approach to tackling social and economic challenges.

- **Community-Private Partnership Models:** PY is exploring innovative partnership models that blend community participation with private sector engagement. This approach seeks to create synergies between local community needs and private sector resources and innovation, fostering sustainable development and empowerment.

IMPACT MEASUREMENT AND EVALUATION:

- **Metrics and Indicators:** PY emphasizes the importance of establishing clear metrics and indicators for evaluating the impact of their socio-economic initiatives. This involves defining measurable outcomes that align with the organization's objectives and goals.
- **Continuous Learning:** PY prioritizes a culture of continuous learning and adaptation. The organization plans to regularly analyze data and feedback from their initiatives. This approach allows for ongoing improvements and adaptations in their models and strategies, ensuring they remain effective and relevant to the changing needs of the communities they serve.