



MONDO STRATEGY 2021–2025

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MISSION

Mondo is an Estonian organisation that supports and empowers vulnerable communities in the world and raises awareness of global inequality and the opportunities for all to combat this.

VISION

Mondo's vision is of a safe, caring and sustainable world where everyone has an equal opportunity to live a valuable life.

OUR BASIC PRINCIPLES

We are a development cooperation and humanitarian aid organisation that focuses on solving education, livelihood and environment-related issues in the world. Our activities in Estonia support the global outreach of the organisation. We commit to a more sustainable and peaceful world through raising awareness of sustainable development goals and world education in Estonia.

We are an Estonian organisation that supports the implementation of Estonian foreign policy and facilitates the contribution of Estonian people to alleviating global inequality.

Our development cooperation and humanitarian aid depend on the needs of the partner country or local partners as well as Mondo's strategic goals. We are closely monitoring our results and impact. We work with several target audiences – our activities are aimed at the beneficiaries but we also work with other intermediary groups that help us reach them.

Mondo values long-lasting partnerships with community-based organisations, through whose empowerment and cooperation we have supported and continue to support larger local communities. We are also open to strategic partnerships with bigger companies if this helps Mondo better reach its goals.

Mondo leaves a specific country or ends a specific partnership only if the goal has been fulfilled and the community can maintain itself. We leave a specific country if the life or health of our workers is threatened. If an activity is now beyond the scope of Mondo, we draft an exit strategy.

Mondo does not support activities and organisations that go against its core values. We do not partner with organisations that do not have a long-term and clear positive impact on local communities.

Mondo generally does not organise large-scale collection of material donations in Estonia, nor does it participate in such events or forward material donations to its partner countries. We do not act as an intermediary for nor organise one-time activities that do not have a connection to our goals and/or target audiences.





OUR CORE VALUES

Humanism: caring, equality, solidarity and the right to a decent life

Universal human rights and a democratic worldview

Principles of international humanitarian aid: humanity, neutrality, independence

Nature and ecological protection

Decision making based on facts and empirical evidence

Cooperation with partners and communities based on respect and common goals

Reliability, professionalism and organisational progress

CONTEXT FOR OUR ACTIVITIES

During the last decade of Mondo's work, the world has changed. There have been important and **positive changes in human development**: more children have access to education, literacy rates are rising globally, women's rights are widespread and in focus, household income has risen almost everywhere. The last decade has led us to the highest standard of living in human history. But not all developments have been positive.

Both within countries and outside their borders **inequality is growing**. Whether it is unequal access to quality education and healthcare, or the opportunity to live in an environment that is protected from climate change. Economic inequality has deepened, a process which will be accelerated by climate change, armed conflicts and the COVID-19 pandemic. Gender inequality in the economy and unequal representation continues to be a problem that is worsened by unstable circumstances. Another problem is the growing digital divide that disadvantages those who do not have access to the Internet, modern technological equipment or the digital skills to keep up with the world digitally. The digital divide, in turn, accelerates inequality in all spheres of life.

Extreme weather conditions related to man-made climate change, such as storms and drought, occur more frequently, sea levels rise and precipitation patterns change, impacting more and more people and their livelihoods around the globe. The poorest and most densely populated countries are suffering these effects today. Their populations are especially vulnerable to changes in environment and agriculture, and they have the fewest resources to cope with climate change. At the same time, it is the larger states that are the main contributors to climate change. Unfortunately, as a result of this, local ecosystems are beginning to collapse and the diversity of life is starting to disappear.

Migration, which is a very complicated subject in itself, is starting to influence us culturally, economically and politically. Right now, there are more international **migrants in the world** than ever before. Safe and planned migration has huge potential to reduce poverty and achieve other sustainable development goals. In addition to improving their livelihood, migrants make a contribution to the development of both countries of departure and arrival. Unfortunately, the number of those fleeing conflicts, wars and persecution rises every year. Vulnerable communities are the result of forced migration, and they often need support to maintain themselves.

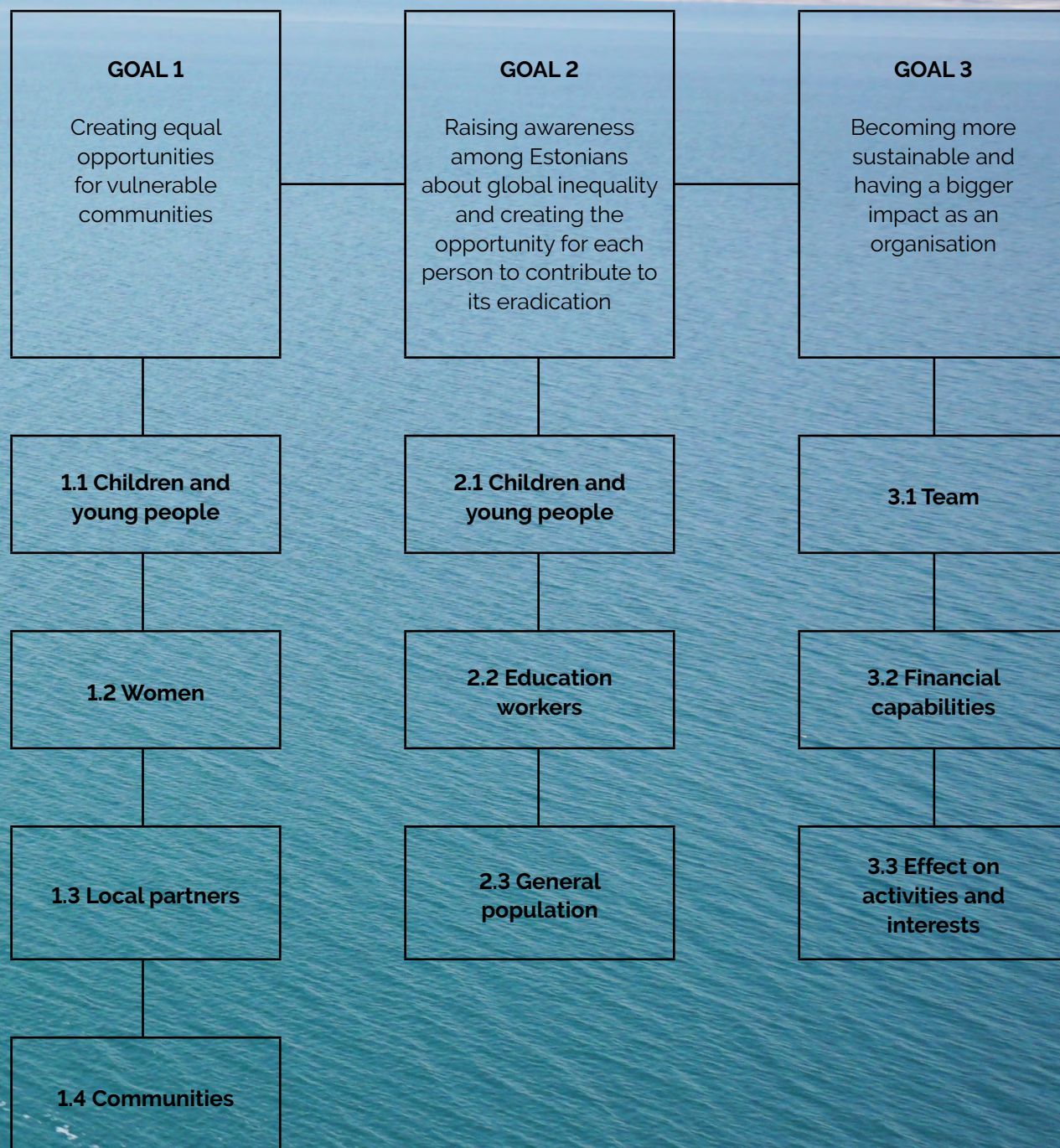


These big global processes and changes also affect Mondo's work. We first and foremost take guidance from the 2015 UN Sustainable Development Goals. We also take guidance from the basics of development cooperation and humanitarian aid agreed at the European level as well as state duties and the Estonian Foreign Policy Development Strategy 2030. We help to fulfil the Estonian Development Cooperation and Humanitarian Aid Programme 2021–2025, being an important partner to the Ministry of Foreign Affairs. On the topic of global education, we cooperate closely with the Ministry of Education and Research.



OUR STRATEGIC GOALS AND TARGET GROUPS

During the period 2021–2025, we are focusing on three main goals and related target beneficiaries.



Mondo focuses on reducing global inequality through three key programmes:

EDUCATION AND HEALTHCARE ECONOMIC LIVELIHOOD ENVIRONMENT

Support for educational and healthcare projects has been Mondo's focus since its establishment. We have improved accessibility to quality education for children and young people in developing countries, offered vocational training to teachers and improved the accessibility of midwifery services. **Economic support programmes** have been aimed at women and people with disabilities, mostly through handicraft and agriculture. **Our environmental programme**

has become one of our most important programmes in the last five years – we have invested in solar energy in schools and community centres and have implemented environmental education programmes and climate change awareness campaigns with the help of our volunteers.

In addition, Mondo has developed a **DIGITAL COMPETENCIES PROGRAMME** that supports closing the digital divide in our partner countries and communities and thus contributes to education and livelihoods. In cooperation with the Estonian state and international aid organisations, we adapt and offer a special curriculum with a wider focus for the most vulnerable communities, such as refugees.

MONDO GLOBAL SCHOOL is an implementing body for awareness campaigns and global education campaigns in Estonia.



GOAL 1

CREATING EQUAL OPPORTUNITIES FOR VULNERABLE COMMUNITIES



1.1. CHILDREN AND YOUNG PEOPLE: Our primary beneficiaries are children and young people in communities that are vulnerable due to economic inequality, conflict or climate change. Special attention is directed towards children and young people who are refugees, internally displaced persons (IDP) or ethnic minorities, who have disabilities or who are orphans.

Mondo's goal is to provide children and young people from disadvantaged communities access to quality education, including relevant additional training. We work to keep them healthy and supported so that they can finish their education and make an appropriate career choice or receive further skills training. Those who are especially bright and hard-working can receive support from Mondo to continue in higher education or start a business.

For many communities, local educational workers trained and supported by Mondo are important intermediaries.

Key indicators

- Number of supported educational institutions and number of beneficiaries of these institutions.
- Number of participants in educational programmes and their feedback regarding programme quality and relevance.
- Number of children and young people taking part in Mondo programmes, the length of their education and their livelihood after completing the programme.

1.2. WOMEN: We focus on women in lesser developed countries (LDCs) and post-conflict regions. We pay special attention to victims of gender-based violence (GBV), refugee women, widows and women with disabilities.

Mondo's goal is to empower women in such a way that they become economically independent, have access to quality healthcare and support services and grow into strong community leaders. Female empowerment and economic independence is supported by Mondo's subsidiary, Mondo Crafts OÜ.

Key indicators

- Number of women reached through our programmes and training events, whose skills, income, health and position within the family/ community have improved.
- Number of supported communities and organisations, number of beneficiaries and the growth in community income and client numbers.
- Annual Mondo Crafts turnover, amount of money directed into community-based orders.

1.3. LOCAL PARTNERS: We focus on grassroots civic organisations and unions in partner countries with whom we cooperate in planning and implementing programmes for main beneficiaries.

Mondo's goal is to support partners that are independent and valued, improve local lives, offer jobs for local experts, are influential on a local, state and international level, have high-level digital skills, are environmentally conscious and improve their efficacy in implementing development projects that reflect local needs.

Key indicators

- Growth in the sustainability and efficacy of our partners, including growth in annual budgets and diversity of funding (including local and state-level funding for day-to-day operation); number of beneficiaries, participation in networks.
- Improvement in the professional skills of our partner organisations' employees.

1.4. COMMUNITIES: We focus on communities that are vulnerable due to economic inequality, climate change or conflicts.

Mondo's goal is to create opportunities for quality of life and economic independence in the communities with whom we work; eco-diversity is valued and maintained there, digital competencies are obtained. Communities are flexible and implement necessary solutions to cope with climate change. This way, the communities have the knowledge and skills to cope with crises (for example, droughts, floods, forest fires).

Key indicators

- Number of implemented environmental, crisis and digital programmes, number of community members who participated.
- Attendees' satisfaction and changes in their values and activities.

GOAL 2

RAISING AWARENESS AMONG ESTONIANS ABOUT GLOBAL INEQUALITY AND CREATING THE OPPORTUNITY FOR EACH PERSON TO CONTRIBUTE TO ITS ERADICATION

2.1 CHILDREN AND YOUNG PEOPLE: We focus on children and young people starting from kindergarten until the end of high school. We pay special attention to the inclusion of Russian-speaking youth.

Mondo's goal is to make Estonian youth global citizens. They understand global processes, challenges and opportunities, care about the world, actively voice their opinions and work towards the eradication of global inequality and the implementation of sustainable development goals.

Key indicators

- Percentage of Estonian youth that think that it is their duty to contribute to the eradication of global inequality¹.
- Number of young people, including Russian youth, who participate in global education activities; growth in awareness of global inequality and sustainable development goals.
- Number of young people who independently launch activities related to sustainable development goals.

2.2 EDUCATION WORKERS: We focus on teachers, youth workers and future education workers as important target groups.

Mondo's goal is for Estonian education workers to have the knowledge, skills and attitude to implement global education in their work and support children and young people in their growth as global citizens.

Key indicators

- Number of education workers who participated in training events and educational trips or used global education services or materials; educational workers' satisfaction with the training events and implementation of knowledge in their work.
- Implementation of global education in training programmes – number of programmes.
- Number of educational institutions which have an (elective) course on global education or which participate in school network activities led by Mondo.

¹ Mondo contributes to this key indicator along with other organisations and the public sector. Measured during state-wide research.



2.3 GENERAL POPULATION: We focus on those Estonians who want to contribute to equality and solidarity in the world and those who have not yet made their position on contributing to sustainable development goals clear, why it is important and how to do so.

Mondo's goal is to raise awareness of global challenges and the opportunities related to them as well as of sustainable development goals among Estonians. Estonians support the Estonian contribution to development cooperation and humanitarian aid; they are sustainable in their choices and ready to contribute personally. Contributions mostly mean donations, volunteering as experts and media coverage.

Key indicators

- Public support for development cooperation and humanitarian aid².
- Number of people included in Mondo's activities, including supporters and volunteers.
- Number of journalists participating in Mondo's trainings and educational trips, number of high-quality articles published.
- Number of followers on Mondo's channels and number of participants in Mondo's events.

² Mondo contributes to this key indicator along with other organisations and the public sector. Measured during state-wide research.

GOAL 3

BECOMING MORE SUSTAINABLE AND HAVING A BIGGER IMPACT AS AN ORGANISATION



Mondo's goal is to be economically independent, run efficiently, be motivated and have a strong team. We are agile, creating and implementing sustainable solutions. To guarantee that the organisation is influential and sustainable, we focus on the following sub-goals: the team, economic stability and the influence of the organisation's activities and interests.

3.1 OUR TEAM: Employees (including the board), volunteers.

Mondo's goal is for all our people to have a sense of mission, be creative and bold experts in their respective fields, have the ability to launch initiatives and learn and value teamwork. Employees see Mondo as an opportunity for long-term development and self-realisation and are interested in committing to the growth of the organisation as a whole. Mondo's board deals with day-to-day operations and ensuring that the organisation is growing and is sustainable. Mondo's team is ecologically conscious and responsible; in our activities, we try to minimise our ecological footprint and support solutions that contribute to reversing climate change. Mondo is a motivating work environment and has a work culture in which people support one another and their mental health. Important contributions to Mondo's achievement of the goals is made by professional, long-term and motivated volunteers.

Key indicators

- Improvement of employees' skills, high satisfaction and good mental health, stability of the team, inclusion of new talent in the team.
- Number of volunteers, their satisfaction and their motivation to stay with Mondo for longer.
- Presence of systems and jobs dedicated to simplifying teamwork and support.

3.2. FINANCIAL CAPABILITIES: Mondo's goal is to ensure sustainable financial capabilities for conducting our work. The ability to simultaneously implement several large-scale projects has improved and a complete system for donations has been implemented (both private citizens and businesses can contribute to several target groups through Mondo).

Key indicators

- Diversity of Mondo's funding and stability of turnover.
- Number of large-scale (minimum budget 300,000 euros) and long-term (at least two years) projects.
- Percentage of income raised from own activities (donations, sales).
- Number of international partners cooperating on projects; their satisfaction.





3.3. IMPACT ON ACTIVITIES AND ADVOCACY

WORK: Mondo's goal is to be an influential organisation through its values, activities and advocacy work. Important target groups are policy stakeholders, officials, sponsors and partners in Estonia, the European Union and international organisations that deal with development cooperation and humanitarian aid.

Mondo works in strategic partnership with the Ministry of Foreign Affairs, the International Development Estonia and the Ministry of Education and Research in implementing development cooperation, humanitarian aid and global education. We are acknowledged and involved as specialists in the field; we are consulted for our input and asked for our evaluation. We are involved in advocacy and policy processes relevant to the topics of development cooperation, humanitarian aid and global education.

Mondo's advocacy work goal is to make sure that Estonia keeps its international commitments and contributions proportionate to its abilities, which contributes to its prestige abroad. Mondo also advocates for political recognition and funding for development cooperation, humanitarian aid and global education in Estonia.

Key indicators

- Achieving advocacy goals for development cooperation, humanitarian aid and global education (including growth in Estonian ODA as a percentage of the GDP³).
- Inclusion of Mondo's experts and their contributions to relevant political processes.
- Creation of a system that measures Mondo's impact (MEL) and the results of its implementation.
- The size of Mondo's climate footprint.

³ Mondo contributes to this key metric in cooperation with other organisations.



Photos: NGO Mondo