

# **STRATEGIC PLAN 2012 - 2015 of the International La Strada Association (LSI)**

Adopted by the General Assembly on 8<sup>th</sup> of November, 2011, in Warsaw,  
Poland



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## List of Acronyms

<b>AC</b>	Advisory Council
<b>AM</b>	Assembly Meeting
<b>BM</b>	Board Member(s)
<b>EU</b>	European Union
<b>GAATW</b>	Global Alliance Against Traffic in Women
<b>GO</b>	Governmental Organisation
<b>GRETA</b>	The Group of Experts on Action against Trafficking in Human Beings
<b>HR</b>	Human Rights
<b>IO</b>	International Organisation
<b>LSI</b>	La Strada International/International La Strada Association
<b>M&amp;E</b>	Monitoring and Evaluation
<b>MEP</b>	Member of European Parliament
<b>NGO</b>	Non-governmental Organisation
<b>THB</b>	Trafficking in Human Beings

## Introduction

The development of this 4-year Strategic Plan (2012-2015) has been identified by La Strada International as an important means of providing a common framework that promotes cohesion and a shared vision for the future for the diverse and independent member organisations that comprise the network. At the 13<sup>th</sup> Assembly Meeting in May 2011, they have drafted the basis of this plan by discussing and agreeing on the main common focuses and priorities for 2012 - 2015. At the 14<sup>th</sup> Assembly Meeting in November 2011, this plan was adopted.

This plan should move the LSI network forward in a common direction without losing local diversity and recognizing that LSI membership is essential to achieving its objectives through joint efforts.

The Plan reflects and is based on the common vision and mission of the International La Strada Association. The plan further:

- identifies objectives and strategic targets for La Strada International's growth and operations for the 2012-2015 period;
- guides the strategic and working/action plans of La Strada International
- serves as a marketing tool to convey what LSI stands for, its priorities and future direction;
- serves as a platform to continue to build the network's profile and capacity;
- serves as a basis on which the network will take decisions and further develop future strategies

La Strada International has the following vision, mission, values and principles:

### **Vision for LSI**

LSI is a value-driven network consisting of sustainable independent national member organisations to ensure a world without trafficking in human beings where human rights are respected

### **Mission of LSI**

#### *What does LSI provide?*

LSI empowers persons to have access to human rights and exercise their rights

#### *Who does LSI work for?*

LSI develops the capacity of the member organisations and other stakeholders<sup>1</sup> to provide better services to trafficked persons and at-risk groups and empowers them to improve the quality of their lives.

#### *Perception/image of LSI*

LSI is a leading European NGO Network addressing trafficking in human beings, operating independently and from a grass root level.

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<sup>1</sup> a person, group, organisation, or system that affects or can be affected by LSI's actions

*What are the values & principles of LSI?*

Since its establishment in 1995, LSI's work is based on the overall Human Rights principle defining trafficking in human beings as a severe violation of human rights, with a trafficked persons' centred approach. This approach promotes a strong belief that the rights of all human beings should be protected including the rights of (irregular) migrant workers, domestic workers and sex workers. This approach is reflected in the mission statement of the association and in the Code of Conduct. Hence, LSI members commonly agree:

- To consider trafficking in human beings a severe violation of human rights
- To respect the rights of all persons to make decisions about all aspects of their lives
- To consider it crucial to offer all possible adequate, effective and efficient support to trafficked persons

## **Strategic Plan Audience**

The internal audiences for this plan are:

- the International La Strada Association member organisations
- the International La Strada Association Board and Advisory Council
- the International La Strada Association Secretariat

The external audiences for this plan are:

- decision makers on the issues of LSI priorities
- LSI partner non-governmental organisations
- LSI partner international organisations
- donors
- general public

## **The Main Goal** for the coming four years:

To contribute to the development, improvement and implementation of human rights based preventive and protective policies and measures, to ensure that the rights of trafficked persons and at-risk groups are protected in practice

LSI will be able to achieve this goal when its secretariat and member organisations, that provide direct services for trafficked persons and at-risk groups, strengthen their sustainability. To reach this goal, the following strategic goals should be achieved:

- 1. *To strengthen the role of NGOs in impact monitoring of existing anti trafficking and related policies and measures for trafficked persons.***  
To ensure adequate implementation and impact monitoring of protective measures, NGO impact assessment should take place from the national to international level, towards increased influence on European policies.
- 2. *To strengthen the financial sustainability of LSI's secretariat and members***  
To ensure the sustainability of the provision of services, LSI should diversify funds, attract non state and business funding and increase unrestricted and endowments funds.
- 3. *To strengthen LSI's evidence-based planning and policy development***  
To ensure the effectiveness of LSI's work and to create future plans based on results, LSI should set up an internal monitoring and evaluation system and improve its facts and figures development to enable adequate collection and processing of data to generate the necessary evidence.
- 4. *To increase LSI' visibility***  
To increase the visibility and promote LSI, as a reliable knowledge and expertise network and key actor, LSI needs to professionalize its PR and marketing, making use of modern tools and technologies.
- 5. *To increase the effect of the operation and management of LSI***  
To enhance its capacity LSI should further invest in the development of its bodies (board, advisory council, secretariat, and member organisations), and to clarify and strengthen their mandate and improve communication channels.
- 6. *To strengthen LSI's networking and partnership with external stakeholders***  
To ensure that the network is strong and sustainable, LSI should further build and maintain alliances and partnerships with other networks and gradually expand its own network.