

## STRATEGIC DIRECTION

### Core principles

#### Community participation

SURCOD's projects can only have an in-depth and far-reaching impact through community participation. Without an active participation from the community members - in the planning, implementation, evaluation and sustainability - in our programmes, our efforts are vain.

#### Open-mindedness

We strive to design projects in total open-mindedness for external ideas and suggestions. We always consider working with other actors - government offices, local and international volunteers, NGOs - in order to benefit from a combined expertise.

#### Local ownership

SURCOD monitors and guides, but our programmes are thought of with and for the people we wish to serve. The importance of local ownership is felt throughout all stages of preparation and implementation where we make sure that people understand that the projects and their benefits are theirs.

#### Gender empowerment

We constantly strive for gender equality both externally and internally. Our gender empowerment work through projects is sustained within SURCOD as we attempt to show the right example. We see women and men as equal and thus endeavour to suppress the inequalities faced by women.

#### Perseverance

It is only through perseverance that we can achieve our goals. With an optimistic commitment to our ideals, we never give up or stop believing in our principles. SURCOD has a vision for Malawi and it will do everything it can to get there.

### Vision statement

Our vision is a country, Malawi, where rural communities are self-sustained, where the population is healthy and fully empowered, and where all people are equal, know their rights and take their own development initiatives.

### Mission statement

To improve the livelihoods of rural communities by generating economic, agricultural, educational and cultural empowerment, and by promoting health and gender equality through the mobilisation, training, education and entertainment of all women, men and children.

## Goals and objectives

### Goal 1 - Empower women, girls and the youth and enhance gender equality

- Objective 1 Provide women with tools and knowledge that will enable them to become economically independent
- Objective 2 Inform women about their rights as regards gender-based violence and guide them through rehabilitation
- Objective 3 Create space for the youth, especially girls, to express themselves, be creative and acquire new knowledge and skills
- Objective 4 Specifically integrate women in all our development initiatives. Gender empowerment is a cross-cutting goal.

### Goal 2 - Prompt food security through improved agricultural practices

- Objective 1 Increase agricultural yields by advocating for, demonstrating and monitoring the use of organic techniques and of methods of conservation agriculture
- Objective 2 Boost livestock production as a means to diversify food and increase incomes
- Objective 3 Promote cooperatives, specialisation of products and the creation of markets
- Objective 4 Advocate for and stimulate afforestation

### Goal 3 - Improve water, sanitation, health and hygiene indicators

- Objective 1 Campaign and inform on various diseases and advocate for suitable prevention mechanisms
- Objective 2 Make available diverse instruments and medicines which boost people's life quality
- Objective 3 Increase access to clean, safe and drinkable water

### Goal 4 - Generate a conducive environment for cultural growth and exchange

- Objective 1 Integrate international volunteers in most projects
- Objective 2 Promote cultural diversity, creativity and development at local level

### Goal 5 - Establish SURCOD as a leading development actor in Malawi (*internal*)

- Objective 1 Gain recognition by always working closely with other development actors such as government departments, NGOs, private companies
- Objective 2 Instigate development initiatives in several districts of the country
- Objective 3 Rely on a larger team working with diverse projects thanks to the procurement of new funds
- Objective 4 Always make sure of the necessity and impact of our interventions through thorough needs assessments and evaluations