

# STRATEGIC PLAN 2025–2035



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# STRATEGIC PLAN 2025 - 2035

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1 **POWER**

2 **VOICE**

3 **VISIBILITY**

4 **RESILIENCE & ADAPTABILITY**

1 POWER

2 VOICE

3 VISIBILITY

4 RESILIENCE &  
ADAPTABILITY



**PEACE  
DIRECT**

# STRATEGIC PLAN

## 2025 - 2035



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RESILIENCE &  
ADAPTABILITY

# GOAL 1: POWER

Power in the peacebuilding and wider system shifts to local actors



## LOCAL PEACEBUILDERS

**We will support local civil society actors to lead the discussions on how to decolonise and shift power in the sector.**

**We will support local peacebuilders to create and claim space in the peacebuilding system, through their own convenings, advocacy, networking and collective action.**

## PEACE DIRECT

**We will mobilise each part of Peace Direct, and the collective power of our allies to decolonise ourselves and the wider sector.**

**We will convene peacebuilders and their allies to explore solutions to problems in their sector and context.**

## GOAL 2: VOICE

The voices of local peacebuilders will be consistently heard and respected in the corridors of power, across the sector and among their own communities, supported by a strong consistent voice from Peace Direct.



## VOICES OF LOCAL PEACEBUILDERS

**We will support local peacebuilders to participate in peace processes and decision-making.**

**We will strengthen and support local knowledge production.**

## PEACE DIRECT'S VOICE

**We will strengthen our advocacy to decision makers and power holders so that policies and practices are more supportive of locally led efforts.**

**We will engage our supporters and other allies to be more vocal in pushing for support for peacebuilding.**

**We will amplify the voices of peacebuilders - including marginalised populations - to ensure that their perspectives are heard nationally and internationally.**

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# GOAL 3: VISIBILITY

Power in the peacebuilding and wider system shifts to local actors





## LOCAL PEACEBUILDERS

**We will ensure that local peacebuilders are better represented in global and national coverage, owning their own stories and controlling the narrative.**

**We will support and accompany local peacebuilders to increase their own profile and visibility.**

## PEACE DIRECT

**We will reframe narratives around peace and peacebuilding to galvanise more support for local peacebuilding and to inspire people that peace is worth investing in.**

**We will maintain a high visibility for the decolonising agenda, to ensure that momentum is maintained across the sector.**

**We will be more highly networked and ensure that every department plays a visible and active role in promoting our mission and change agenda externally.**

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# GOAL 4: RESILIENCE & ADAPTABILITY

Local peacebuilders and Peace Direct are more effective and resilient, able to adapt to adversity and have greater collective agency to contribute to sustainable peace



## LOCAL PEACEBUILDERS

**We will support local peacebuilders to lead efforts to contribute to sustainable peace, better understand what works in local peacebuilding, and expand our support to those in neglected, frozen and emerging crises/conflicts.**

**We will strengthen and deepen our understanding of ecosystems of local peacebuilders, building solidarity, mutual learning and support.**

## PEACE DIRECT

**We will build a high performing and motivated staff team, with high levels of trust, wellbeing, collaboration, communication and accountability.**

**We will deepen our commitment to learning and reflection, with the aim of becoming a learning organisation.**

## LOCAL PEACEBUILDERS

**We will explore and invest in the mental health, wellbeing, safety and security of peacebuilders.**

**We will research and support local peacebuilders to operate sustainably, raising funds and generating income independently of Peace Direct.**

## PEACE DIRECT

**Gender, climate, trauma-informed approaches and peace tech will be better integrated across our work.**

**We will mobilise more unrestricted and flexible funding for our partners and for Peace Direct, including unlocking new sources of funding through services, sponsorship and other non-grant income.**

# THANK YOU



For more information on our  
work please visit our website:

**[peacedirect.org](http://peacedirect.org)**