



# WORKING TOWARDS 2030

DSW's STRATEGIC  
DIRECTION FOR  
OUR GLOBAL  
FUTURE

**DSW**  
Deutsche Stiftung  
Weltbevölkerung





**“The future  
of humanity and of our  
planet lies [...] in the  
hands of today’s  
younger generation”**

The UN 2030 Agenda  
for Sustainable  
Development

# YOUNG PEOPLE HAVE THE POWER TO MAKE THE CHANGE!

Since **Deutsche Stiftung Weltbevölkerung (DSW)** was founded over twenty-five years ago, the complex challenges facing the world have become even more diverse and interrelated. More than ever, overarching issues such as population growth, climate change, conflicts, and political instability shape our world and dominate political agendas. To address these issues, we need to invest in smart, people-centred approaches to help ensure a sustainable and healthy world.

One thing is very clear: young people make up the biggest part of the world's population, especially in countries affected by extreme poverty. Not only do they represent our future leaders, but they are the ones who have the power in their hands to act and achieve change today. Only if the world invests in current and coming generations, can we empower them to fulfil their potential – but it will require immediate action.

In 2015, the United Nations set out a plan towards the achievement of a sustainable world within the next 15 years. DSW will contribute to the implementation of this agenda, with specific focus on the achievement of Goal 3 on Health, Goal 4 on Education, and Goal 5 on Gender Equality.

We believe in the power of change. However, we understand that real change can only be realised if young people are healthy and empowered to make informed decisions, and can exercise their rights free from coercion, discrimination, and violence. DSW is committed to creating this impact, not only for this generation, but for future generations to come.

## VISION & MISSION

DSW's vision is for a healthy and sustainable world in which all young people can realise their full potential. To unleash this potential, DSW empowers young people, promotes an enabling environment, and fosters meaningful and inclusive participation.





# FOSTER

## GOAL 1: FOSTER DEMAND FOR AND ACCESS TO HEALTH INFORMATION, HEALTH SUPPLIES AND YOUTH-FRIENDLY SERVICES, PARTICULARLY FOR SEXUAL AND REPRODUCTIVE HEALTH

**D**SW is bound to the belief that providing young people, especially young women, with access to comprehensive sexuality education, and youth-friendly sexual and reproductive health (SRH) services from pre-pregnancy to delivery and beyond, will lead to significant decreases in maternal and new-born mortality, improvements in gender equality, and lessen the impact and spread of diseases of poverty. Achieving this will have a tremendous impact on their future potential.

To ensure **GOAL 1** is accomplished, **DSW** will:

- 1 **Improve** young people's access to affordable, quality health supplies, comprehensive sexuality education, and to youth friendly services.
- 2 **Increase** demand for gender-sensitive health information, youth-friendly services, and SRH supplies.

### OUR CORE VALUES

DSW is committed to the advancement of:

  
PARTNERSHIP  
& TEAMWORK

  
MUTUAL TRUST &  
RESPECT OF DIVERSITY

  
TRANSPARENCY  
& ACCOUNTABILITY





## ADVANCE

### GOAL 2: ADVANCE THE RESPECT AND PROTECTION OF SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS, WITH A FOCUS ON ELIMINATING GENDER-RELATED DISCRIMINATION AND INEQUALITY

**E**verybody has the right to achieve their full potential in life. However, every day, millions of young people living in poverty, especially girls, are denied their right to choose their own path in life. DSW remains committed to advancing young people's sexual and reproductive health and rights, and ending gender based discrimination to ensure a better future for them, their families, communities, and nations.

To ensure GOAL 2 is accomplished, DSW will:

- 1 **Promote** the inclusion of and investment for sexual and reproductive health and rights in international and national policy and legal frameworks.
- 2 **Increase** stakeholders' awareness and knowledge of sexual and reproductive health and rights as well as its application.

### OUR APPROACH

To achieve maximum impact, DSW strives to:

- ↘ Empower young people to become active agents of change.
- ↘ Engage with governmental and non-governmental organisations, communities, and individuals in a diversity-sensitive manner.
- ↘ Work with partners on multisectoral projects to build synergies and to jointly achieve stronger outcomes.



## EMPOWER

### GOAL 3: EMPOWER YOUNG PEOPLE TO MAKE THEIR VOICES HEARD IN DECISION-MAKING PROCESSES AT LOCAL, NATIONAL, AND GLOBAL LEVELS

**A** country cannot be prosperous without including the needs and wishes of its young people in the creation and implementation of policy at the local, national, and global level. Only then can they become their own drivers of change. This is essential if we are to permanently remove all barriers to health, development, and achieve a final end to discrimination.

To ensure GOAL 3 is accomplished, DSW will:

- 1 **Improve** young people's gender awareness, as well as their leadership, advocacy, and life skills.
- 2 **Increase** decision-makers' awareness of and commitment to meaningful and inclusive youth participation.

- Work to develop strong, independent, and professional civil society organisations.
- Improve our activities, adapting them on the basis of accountability, and monitoring results.
- Expand our impact by replicating, upscaling, and ensuring our approaches and ideas are accessible - especially to vulnerable populations.



## GOAL 4: ENHANCE ACCESS TO SOCIO-ECONOMIC OPPORTUNITIES FOR VULNERABLE YOUNG PEOPLE

**T**here are more young people on the planet today than at any other time in human history (1.8 billion), with the majority living in countries affected by extreme poverty. Creating a more equitable and sustainable future will be impossible until they are able to secure better opportunities in health and employment. This is not only a challenge for the youth population of today, but will also create a ripple effect for societies and future generations to come.

To ensure GOAL 4 is accomplished, DSW will:

- 1 **Develop** partnerships and networks to enhance young people's socio-economic opportunities.
- 2 **Provide** young people with training and capacity development to foster their economic and social resilience.



### OUR IMPACT

“Without the support of DSW, I would now be at home, with children and obeying my husband. But now I have my own income and independence. Now I will only enter a partnership in which we are equal and respect each other.”

**Mulu Abiye, Ethiopia**

**Deutsche Stiftung Weltbevölkerung (DSW)** is a global development organisation that focuses on the needs and potential of the largest youth generation in history. We are committed to creating demand for and access to health information, services, supplies, and economic empowerment for youth. We achieve this by engaging in advocacy, capacity development, and reproductive health initiatives, so that young people are empowered to lead healthy and self-determined lives. With our headquarters in Hannover, Germany, DSW operates two liaison offices in Berlin and Brussels, as well as maintaining a strong presence in Ethiopia, Kenya, Tanzania, and Uganda.



“  
I hope the European Commission can count on DSW's support and commitment in the years to come.  
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NEVEN MIMICA  
EUROPEAN COMMISSIONER FOR  
INTERNATIONAL COOPERATION  
AND DEVELOPMENT



“  
I would like to convey my thanks for this engagement and wish DSW's team as well as its friends and supporters continued drive, stamina and success.  
”

ANGELA MERKEL  
FEDERAL CHANCELLOR  
GERMANY



Photos: Jonathan Torgovnik/Getty Images

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