

Oxfam Deutschland

Joining Forces to Create a Just World Without Poverty

Summary of the Oxfam Deutschland Strategic Plan 2013-2017

Oxfam Deutschland's Strategic Plan is intended to pave the way for us to achieve our development policy goals and provide sustainable assistance to people in need while simultaneously securing structured and sustainable growth for our organization. It is embedded in the strategic planning of the international Oxfam confederation for 2013-2019.

Oxfam Deutschland's Main Goals Until 2017

- Oxfam Deutschland has a clear profile as a competent, modern, campaign-oriented humanitarian and development aid organization that is committed to creating a just world without poverty.
- Oxfam Deutschland has identified one or two core competencies. If appropriate, the establishment of a corresponding Center of Expertise will have begun – either as a policy resource center or as a service center within the confederation, for instance in the area of Monitoring, Evaluation and Institutional Learning.
- We react promptly and on the basis of informed analyses to significant global change processes and to emerging trends and markets.
- The contributions by Oxfam Deutschland to the visions and goals of the international Oxfam confederation have increased in both quantity and quality. We bring our capabilities and potentials to bear on the work of the confederation in stronger fashion.
- We have at our disposal solid, diversified, and independently sustainable financial resources.
- Our financial and conceptual contribution to the humanitarian relief efforts of the Oxfam confederation has been significantly increased.

The individual plans of the Campaigns, Programs, and Marketing & Communications Divisions, along with the Trading Division, are designed to contribute to the achievement of these goals:

Goals of the Campaigns Division

Our campaigning work serves to change political and economic structures around the world in such a way as to combat the causes of poverty. We also mobilize civil society in order to raise the political pressure. The primary goals for the next five years are

- to implement one to two major campaigns per year on topics relating to social services, economic justice, or support in crises;
- the establishment of strong networks within Oxfam Deutschland, with other organizations and within the international Oxfam confederation, along with the integration of our experiences into the corresponding structures of the confederation;
- the development of a concept regarding how to respond to the increasing influence of corporations in public life and civil society.

Goals of the Programs Division

Oxfam Deutschland works closely with partner organizations in sub-Saharan Africa and South Asia to secure livelihoods and improve health care, education, and water supply, with a special emphasis on supporting women and girls. Through our sister organizations in the Oxfam confederation, we provide emergency relief worldwide. The main goals for the next five years are the following:

- At least ten new organizations have been established as suitable cooperation partners.
- Oxfam Deutschland has been successfully integrated into the structures of the Oxfam confederation in at least two regions and five countries.
- Cooperating smoothly with our sister Oxfam organizations, we generate substantially higher government funding for the confederation's emergency relief efforts.

Goals of the Marketing & Communications Division

In order to optimally leverage our expertise for poverty reduction over the next five years, we plan to

- publish three high-profile Oxfam studies per year, be at the vanguard of German NGOs in the area of online marketing and communications, and raise our aided brand awareness among our target groups to 15 percent;
- have implemented the new Global Identity, developed in the confederation by all Oxfams, in text and image by 2017;
- secure a stable, independent financial foundation – primarily through regular donations and long-term grants;
- enter into cooperation agreements with suitable corporations in the areas of donations, sponsoring, and corporate responsibility.

Goals of the Trading Division

- In five years, approximately 3,700 volunteers will be actively working in around 60 Oxfam Shops and will generate earnings of 3.4 million euros towards the financing of the development aid and policy work of Oxfam Deutschland.
- Oxfam Shops are present in nearly all regions of Germany and make a significant contribution to the dissemination of the content and goals of Oxfam Deutschland's work.
- The Oxfam Shops are perceived as an integral part of Oxfam Deutschland.

Internal Goals of Oxfam Deutschland

- Over the next five years, we will introduce systematic monitoring and evaluation systems for our development aid - and campaigning work as well as for our internal processes.
- We will promote and further increase the high degree of professionalism on the part of our employees.
- In order to avoid overextension, we adhere to an appropriate planning of time and resources.

Improved information flows among the various divisions and mutual feedback, along with cross-division cooperation, are the key elements of our internal organization. Management involves employees in decision-making as far as possible and relies on the collaborative teamwork in the individual divisions for the implementation of agreements.

To achieve positive, sustainable change, we enter into even more cooperation agreements both within and outside the Oxfam confederation. In so doing, we collaborate constructively and critically with social movements and both the private and public sectors.