

A Drop in the Ocean



Strategic plan

2021 – 2022

Introduction

A Drop in the Ocean's strategy for 2021 - 2022 is a result of the organisation's third strategy process. Since the establishment in 2015, the organisation has worked purposefully towards our strategic areas, and in 2021 the organisation appears to be well equipped for further strategic work.

The strategy helps form a basis for priorities and objectives in future budget periods. All employees, both in Norway and Greece, have provide input to the strategy. The strategy has been approved by the board of A Drop in the Ocean.

Our vision

"Drop by drop, we create a sea of understanding for displaced persons and contribute to a world where everyone is met with respect, and human rights are safeguarded and valued."

The vision is not a definition of where we are today, but an almost unattainable ambition for the future. It is our daily work and long-term plans that help us towards the vision.

Our purpose

Our purpose is to provide support to displaced persons, as well as to spread information about the lives of refugees and other migrants. Where relevant, the main focus will be on helping children and their mothers.

Our values

A Drop in the Ocean's employees and volunteers in all parts of the organisation must be identified through our values by being:

- D** *Dedicated*
- R** *Respectful*
- O** *Open-minded*
- P** *Proactive*

Our work

A Drop in the Ocean works to improve the living conditions of people forced to flee. We do this through direct and immediate support in, and outside, the refugee camps, and by spreading information about displaced persons' life situation.

The humanitarian principles: humanity, impartiality, independence, and neutrality are absolutely central to our work. In addition, the UN's Sustainable Development Goals guide our choices and our work.

A Drop in the Ocean has been present in Greece since 2015, and in the Bosnia-Herzegovina since the winter of 2020/21.

Through four programme areas, we help to improve the living conditions of displaced persons:

- Community Empowerment Mobilisation
- Non-Formal Education
- Integration Support
- Humanitarian Aid

We spread information about our work and the situation for displaced persons through social media, our website, lectures, and the general media.

Our guiding principles

Our principles are leading for everyone who works with A Drop in the Ocean, paid or voluntary. The following organisational principles provide the direction of our operations:

- We must never forget who we are for and why we do what we do.
- We will strengthen our programme areas and ensure that we reach out with sustainable assistance to those who need us in the places where we operate.
- We will work to achieve unity and create a strong culture for sharing, learning, and openness within the organisation.
- The UN's Sustainable Development Goals (SDG) must be integrated into our work and defined in all new programmes.
- We will ensure good cost management and long-term planning.
- We must always be proactive, flexible, and skilled at change. In this way, we will be able to quickly identify needs that arise, and be knowledgeable on how to best cover these needs.
- We must think about safety and preparedness in all aspects of our operations.
- We will work to avoid becoming too bureaucratic despite organisational growth.
- We will strengthen our communications work and continue to dare to go our own and new ways in communications with our donors.

Our strategic focus areas 2021-2022

Based on the strategic path choices, there are five strategic focus areas that describe A Drop in the Ocean's priorities throughout the strategy period. These are not necessarily related to separate units, locations or departments, as it is an important goal in itself to work closely together across the board.

Area	Focus and goal
International Work and Operations	<ul style="list-style-type: none"> ● Further develop our programmes and ensure flexible, safe, and quick solutions for our target groups where we are operational. ● Ensure that programmes and projects are always implemented on the basis of needs assessments and linked to the UN's Sustainable Development Goals. ● At all times ensure a sufficient number of field workers at our locations with the necessary expertise through good recruitment routines. ● Make full use of the potential that lies in our Greek suboffice Stagona and ensure good operations within this subdivision. ● Scaling - establish our programmes also in new countries.
Communications and Fundraising	<ul style="list-style-type: none"> ● Ensure easily accessible, uniform, and clear communication about our organisation and purpose. ● Strengthen communication across the organisation. ● Ensure financial stability to meet our needs for funds to run programmes, through good donor relationships, strengthened corporate partnerships, campaigns, and various support schemes. ● Strengthen the political advocacy work through networking and campaign work.

<p>Human Resources</p>	<ul style="list-style-type: none"> ● Take care of all employees, field workers, and managers through good programmes that help strengthen the organisation's reputation. ● Ensure good recruitment routines and competence development opportunities to attract and retain employees and managers. ● Contribute to A Drop in the Ocean being an attractive place to work by ensuring a good working environment, good HSE routines, and personnel handbook. ● Facilitate management support and necessary organisational development.
<p>Security and Preparedness</p>	<ul style="list-style-type: none"> ● Ensure that the organisation continuously develops its understanding, competence, and culture related to safety and risk assessments. ● Carry out education and training in safety routines. ● Ensure that GDPR and IT security are safeguarded. ● Establish a plan for reputation building and reputation management.
<p>Finances</p>	<ul style="list-style-type: none"> ● Secure income for the continuation of current activities and any new establishments. ● Establish good financial management routines in our Greek subdivision. ● Ensure stable income and good cost management and establish a comfort zone for liquidity. ● Ensure good distribution of spent funds.