

IDEA **Strategic Plan**

2024–2029



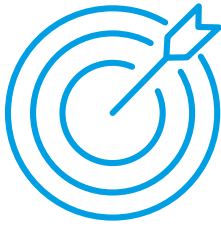
IDEA
IRISH DEVELOPMENT
EDUCATION ASSOCIATION

An **IDEA** publication



VISION

A world where all people are active global citizens.



MISSION

To advance and strengthen Development Education by cultivating a collaborative and impactful network.



VALUES

Participation
We are strongest when our members are active in shaping, engaging and contributing to IDEA and our collective efforts.

Partnership
We collaborate with our members and others who share our vision and values to achieve our goals.

Reflective Practice
We are committed to continuous improvement — to trying new creative ways of delivering our work and to learning from experience.

Inclusion
We welcome and encourage a diversity of voices and perspectives, and healthy and mutually respectful debate.

IDEA's work is underpinned by the key values & ethos of Development Education as set out in the Code of Good Practice for Development Education in Ireland.



PILLAR 1

CULTIVATING

- GOAL 1**
- Cultivate and expand members' knowledge, skills and capacity
- GOAL 2**
- Cultivate good practice and impact in Development Education

GOAL 1 STRATEGIC ACTIONS

- Deliver capacity building opportunities in line with members' needs and the Code of Good Practice
- Encourage and support members to adopt and implement the Code of Good Practice
- Support members to access diverse funding opportunities
- Facilitate the exchange of knowledge and learning between members

GOAL 2 STRATEGIC ACTIONS

- Foster innovation and the development of new approaches in DE
- Lead in the definition and measurement of DE's impact, aligned with the Code of Good Practice
- Advance good practice internationally, including the adoption of the Code of Good Practice beyond Ireland



PILLAR 2

STRENGTHENING

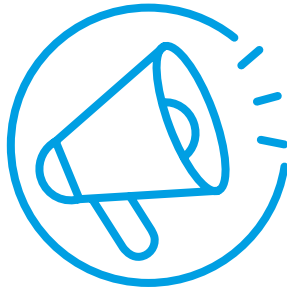
- GOAL 3**
- Strengthen and facilitate members' active participation, engagement, and inclusion within IDEA.
- GOAL 4**
- Strengthen IDEA's organisational capacity and resilience

GOAL 3 STRATEGIC ACTIONS

- Enhance engagement and communications between members, the National Council and IDEA staff
- Facilitate spaces for member-led reflection, discourse and collaboration
- Deepen the membership through strategic growth, diversification and collaboration
- Strengthen IDEA's member engagement capacity and systems

GOAL 4 STRATEGIC ACTIONS

- Ensure IDEA has the appropriate organisational structures, team capacity and systems
- Effectively manage staff and National Council succession and recruitment
- Develop and implement an income diversification strategy that aligns with IDEA's Values



PILLAR 3

CHAMPIONING

- GOAL 5**
- Champion and advocate for Development Education and its importance with political actors
- GOAL 6**
- Champion and build engagement with Development Education among key sectoral audiences

GOAL 5 STRATEGIC ACTIONS

- Advocate for DE in strategic political debates and discussions in Ireland and internationally
- Build and sustain political alliances across all relevant levels and sectors of government
- Work with members to develop consistent and unifying messages about the importance, impact and values of DE
- Clarify and articulate IDEA's criteria and approach to advocacy and communications

GOAL 6 STRATEGIC ACTIONS

- Highlight the impact of DE and our members' work through strategic communications
- Develop strategic partnerships and collaborations beyond the DE sector to advance common goals in line with DE values

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Irish Aid

An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade