

Strategy 2025

Adopted 18 11 2023



Strategic Goals and Introduction

This strategy will form the framework for Silba's work until the general meeting in autumn 2025.

Within each strategic objective, a number of work areas have been defined. The five areas of action are as follows:

- 1. Sustainable operation of the organisation and a stable financial foundation**
- 2. Strong local branches with more core volunteers**
- 3. Increased value for the members in the ways in which they can get involved in the organisation**
- 4. Outreach to and focus on democratic formation of a younger target group.**
- 5. A strengthened international youth-to-youth work with a clear strategic focus**

The strategy was adopted at Silba's general assembly on Saturday 18 November 2023.

Silba – Initiative for Dialogue and Democracy is a non-partisan and non-profit youth organisation which aims to strengthen democratic dialogue, institutions and organisations. Founded in 1994, we organize local and international activities, with a main focus on election observation missions, long term international projects and local engagement.

Purpose, Value Compass and SD

Purpose of the Organisation

- To promote dialogue and establish cultural ties across the world;
- To support democratic participation and strengthening of civil liberties throughout civil society;
- To convey a nuanced picture of nations in which Silba is involved in Silbas home nation.

Value Compass



Sustainable Development Goals

Silba has activities and works within the following Sustainable Development Goals:

- Goal 4: Quality Education
- Goal 16: Peace, Justice and Strong Institutions
- Goal 17: Partnerships for the Goals



Mission and Area of Work

Silba is working with the following mission:

1. To increase youth in Denmark's knowledge of democratic procedures, such as elections and active participation in society.
2. To increase the youth in Denmark's knowledge and interest in democratic development, political systems and democratic realities worldwide, and thus better qualify them to have expert knowledge.
3. To mobilize communities in Denmark and internationally for volunteers who are interested in democracy.
4. To strengthen the democratic education of young people in Denmark and promote free, constructive, democratic dialogue.
5. To offer youth in Denmark the opportunity to learn through personal experience, by organizing international partnerships and exchanges of 'best practices'.

Silba is working with the following core activities.

1: Election Observation Missions

EOMs is a core activity to support strong democratic institutions with free and fair elections. Silba members are stationed at different polls to observe and note potential problematic procedures and fraud. The missions also include an insight into the history, culture, people, and political system of the country.

2: Partnership Projects

Silba is engaged in various international projects: Moldova, Georgia, Belarus, Argentina, Zimbabwe and Egypt. The overall purpose of the projects is to cultivate a democratic culture and a strong civil society within the country as well as constructive dialogue across national borders. All projects are peer-to-peer meaning that they are driven by the youth for the youth to ensure an even better future.

3: National Initiative

We are a national community with local roots and international reach. Therefore, a major part of our commitment is based at the local branches across the country. The local boards organize academic and social events aimed at youth - both Danish and international. We cooperate with other youth organisations to encourage ties with like minded citizens in the neighbourhood.

Priority Areas

Priority area 1

Sustainable operation of the organization and a stable financial foundation

As an organisation, Silba has relatively strong experience and organization behind it. The organization has a strong democratic basis, which must be further strengthened by writing down operational procedures and best practices. In addition, work must be done to strengthen the democratic structures in Silba (including the general assembly and the work processes of the board). These processes must take place continuously and with the main board as the driving force. The board can be regularly advised by the Danish Youth Council (DUF) and external experts and former board members, just as an inclusive process must be opened for the members for open discussion about the association's strategic development and progression as well as work areas. This is the first step in making the development towards becoming grant-eligible for the Danish Youth Council's operational support more likely. In addition to working towards enabling operational support from DUF, it will be a priority to achieve major fund collaborations in the current strategy period to secure the organization's future. In order to secure these funds the national board should focus on establishing a financial committee that works with ensuring local and national funding.

Priority area 2

Strong local branches with more core volunteers

Silba's local branches are the organisation's foundation. These must therefore be further strengthened in their activities through upskilling in, among other things, membership recruitment and the holding of meaningful events that are in line with Silba's mission and vision.

The local boards must be supported in seeking financial support from other financial sources outside Silba's national budget. In addition, the local boards must have the right tools to ensure sustainability and to make sure that experience accompanies the changing boards. A handbook must be created in collaboration with the local councils and the exchange of experience supported. As Silba implements a Code of Conduct, this must also be implemented in the local associations, so that Silba is connected from the national to the local level. With reference to this we also aim at ensuring better communication and information flow vertically and horizontally, to strengthen ties within the organisation as a whole.

Priority area 3

Increased value for the members in the ways they can be involved in the organisation

In order to create increased value through several engagement channels, work must be done to develop national, local, online and hybrid events and initiatives. The events can have the character of political events as well as events of a more social nature. In Silba, we should be encouraged to make informal events, as well as happenings to raise awareness of Silba's vision, mission and purpose. Silba should continue seeking additional ways to add value for its members. Furthermore, Silba's events must increase interest in participation in general and thus also interest in active participation in organisational democracy.

Priority area 4

Outreach to and focus on democratic formation of a younger target group

During this strategy period, work must be done actively to do outreach to a younger target group with a view to also creating the foundation to contribute to the democratic formation of the next generation. This is also done in recognition of the fact that the active and enlightened youth are getting younger and younger. The association will therefore prioritize creating the framework for younger volunteers to participate in Silba. In addition, national campaign activities could do outreach to, for example, youth education institutions. This will also entail an increased prioritization of communication as well as a series of introductory events, so that new members are introduced to ways of getting involved in Silba. In addition, engaging events are created - just as it will be revealed how Silba can be relevant for events (with a democratic aim) that are already held in schools etc., so that synergy can be created for these. The local boards should be encouraged to recruit new volunteers in schools with students from the age of 16.

Priority area 5

A strengthened international youth-to-youth collaboration with a clear strategic focus

Silba's long-term international projects must be developed and have a sharpened strategic focus on working with democracy and dialogue - the two main tracks in Silba's work. The election observations have a high priority to be carried out on a large scale - and there is also a focus on conducting election observation on Danish soil during the strategy period. The two core international activities, respectively the election observations and the longer term projects, overall work of the association (and especially the local branches) and vice versa. Across the activities, there is a focus on upskilling the volunteers who take part in the projects, as well as building a sustainable volunteer base. The knowledge that Silba obtains from the international work must contribute to Silba positioning itself as a strong knowledge actor, especially within specific regional knowledge about the contexts in which we work. In addition, there must be an increased focus on creating information activities (engagement of Danish young people) based on the knowledge of the projects - as well as to strengthen the local-global link and thus ensure that the international work contributes to the overall work of the association (and especially the local branches) and vice versa.