

FINLAND-SOMALIA ASSOCIATION, STRATEGY 2016 - 2020

The strategy has been approved by the association's members (Fall meeting 2015). When forming the strategy an analysis of the association's working environment was conducted (SWOT-analysis). The association's board, members, collaborators and partners were heard, and the needs of the association's working environment were assessed.

The strategy of the association will strengthen the continuity the association's activities, the adequacy and correct allocation of resources and the clarity of its goals.

The focus of the activities of the Finland-Somalia Association will continue to be culture and friendship, migrant integration, development aid work and promoting trade – as defined in the annual working plans of the association.

Vision

The Finland-Somalia Association is a visible and strong actor, promoting and influencing Finnish-Somali relations, and is recognized for its trailblazer role.

The association has a strong presence in both Finland and Somalia. It works to build bridges in development aid, trade, integration and culture.

Mission

The mission of the Finland-Somalia Association is to promote good Finnish-Somali relations and to promote friendship, tolerance and collaboration.

The association communicates, trains and organizes seminars. The association also takes part in development aid work and migrant integration activities.

The domestic and international activities support each other. The activities of the association bring the countries and their citizens closer together.

Values

The activities of the Finland-Somalia Association is based on the following values:

Promoting friendship and tolerance

- We promote the friendship, collaboration and tolerance of people with Finnish and Somali roots.

Sustainable development (ecological, economic, social, cultural)

- We respect sustainable development principles and practices in all our activities.

Equity and fairness

- We promote equity and fairness in all activities.

Transparency and collaboration

- We emphasize transparency – in communications, participation, listening – in all activities and welcome all interested to take part in the association’s activities. Cooperation and networks are an important resource.

Strategic goals 2016–2020

Goals for domestic activities:

1. The association is an expert in Somali affairs, and promotes friendship, culture and integration.
2. Collaboration with authorities, companies and non-governmental organizations is increased.
3. Research is widely shared and the association collaborates closely with universities.
4. The activities of the association draw in new people and the membership is growing.
5. The activities of the association are high-quality, transparent and open.
6. The association is financially self-sufficient.
7. The association actively organizes training and seminars.

Goals for international activities:

8. The development aid work of the association continues to evolve, internationalize and receives international funding.
9. The association promotes Finnish-Somali trade.
10. Collaboration with Finnish non-governmental organizations working in Somalia is increased.
11. Joint projects are implemented with other actors in Somalia.
12. The association's communications are well-functioning and reach the membership and general public.

Implementation and evaluation of the strategy

The strategy and its implementation are assessed twice a year by the board. Once a year, at the association's fall meeting, the members evaluate the strategy and its implementation.

When evaluating activities and the strategy, it is possible reassess and change them where ever needed, if notable changes have happened in the association's activities, resources or working environment.

The strategy is based on the idea that the association gains a stable general funding for the 2016-2020 strategy period. The board of the association has worked consistently to promote a general funding for the association.