



Multi Annual Strategy

2023-2026

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17-05-2023

Amsterdam

Foreword

Dear readers,

When I think of CHOICE, I always feel a little sparkle somewhere in my body. It is a feeling that is hard to describe, but it's a mix of joy, pride, energy, and profound happiness. But there's also a shimmering feeling of anger, and worry.

Let me start with the anger and worry. Over the years that I have worked at CHOICE, the world around us has not become more friendly to us, and our work. We have seen rising opposition towards SRHR on an unprecedented scale. The debate around abortion, LGBTIQ+ rights and

even comprehensive sexuality education has hardened and become more polarized. And spring this year has shown that even in our own country the Netherlands, we are not safe from radical voices spreading disinformation on the topics that we work on. But there's more, as we've seen one global crisis following and intersecting with another. We've seen the climate crisis causing hardship for young people worldwide, and specifically for young women and girls as early marriages and teenage pregnancies have increased as a consequence of economic challenges due to droughts, floods and other extreme weather. For over two years, we conducted most of our work digitally due to the covid-19 pandemic, asking us to be more innovative than ever to continue our advocacy and capacity-strengthening work.

Against all odds, we have been resilient, and our organization is blossoming more than ever.

Bring in the joy, pride, energy and happiness. CHOICE is not like any other organization. Not only because we are all young people, but there's something else. It is the deep feeling of care for each other, which makes the organization a safe haven for all young people in which they can not only be themselves, but also grow as professionals and as people. It is the ever ongoing critical discussions on who we are as an NGO based in the Netherlands, which are not always easy but ensure our work stays relevant. It is the joy when talking about all matters related to sexuality, and our office filled with vulva art, activist flags and a random purple dildo. It is the moments in which we not only work, but also play together, as creativity runs through all of our veins. **It is the spirit and passion with which every single CHOICEr embraces our vision: *A world in which all young people have the power to make decisions about their sexual, reproductive and love lives!***

With this new Multi Annual Strategy, we tried to capture what makes CHOICE special and build on it in the years to come. And I feel we have succeeded. With this new strategy, we have come closer to who we are as organization than ever before, which makes me really proud. We need the anger and worry to do our work, as it fuels us with energy to make a change. But it's the joy, pride, energy and happiness that truly represents who we are, and will keep being over the years.

Enjoy reading!

Jannemiek Evelo

Executive Director

CHOICE FOR YOUTH & SEXUALITY



Summary

CHOICE as a youth-led organization aims to create safe and inclusive spaces for young people to engage in activism and advocacy Meaningful and Inclusive Youth Participation (MIYP), Sexual and Reproductive Health and Rights (SRHR) and bodily autonomy.

The organization has set four goals for the period 2023-2026, which are:

EARTH

Just like the earth that grounds us, having a robust **Organization** will provide a fertile, solid ground for all CHOICERs to bloom. To effectively scale up CHOICE's organisational development, this strategy will focus on strengthening internal systems and structures, including financial management, governance and human resource management that will ensure CHOICE can achieve its mission and vision. Through this strategy, CHOICE continues to provide a safe haven for young people to seep their roots and grow into driven, young leaders in their own right. In the coming years, we also hope to expand our roots both internationally, as well as in Dutch civil society.

WATER

As water nourishes and rejuvenates the earth and all beings, our strategy on **Youth Leadership** will empower young people and youth-led organizations to connect and learn from each other and build solidarity together. This strategy involves expanding and building on current spaces and platforms for joint learning by co-creating Connector Week with partners, building stronger bonds with fellow youth-led organizations and networks, and co-creating tools, resources, and mechanisms to support one another on SRHR and MIYP. To encourage and enable other allies and stakeholders to support youth leadership, CHOICE will continue to advocate for youth-friendly funding in the sector, and support youth-led organizations with small seed grants, so that the river of MIYP is ever flowing!



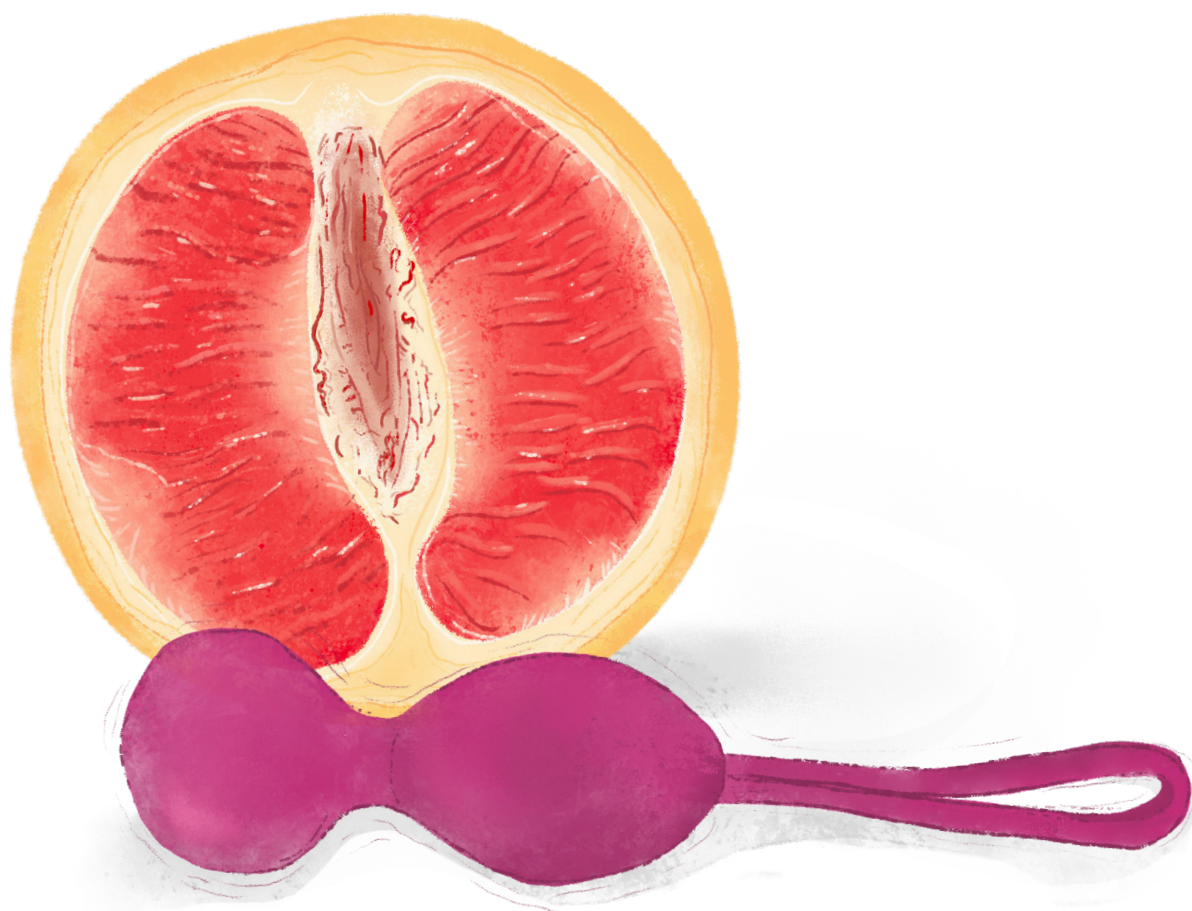
FIRE

To fuel our passion for activism and MIYP, our strategy on **Advocacy** ensures inclusivity, knowledge sharing and growth. This involves carrying a disruptive voice through decolonial and inclusive advocacy as well as supporting and strengthening young people's and youth-led organizations' capacity on MIYP and SRHR advocacy to keep our joint passion burning. Finally, CHOICE creates opportunities for young people to engage with decision-makers, mobilize together and build change!

AIR

Upholding the spirit and belief that MIYP is a fundamental concept, just like the air around us, our strategy on **'Uniting Youth Voices'** seeks to bring together young people from diverse backgrounds globally in their fight to attain their SRHR and lead decision-making on issues that affect them. This strategy involves activating and uniting young people in the Netherlands and globally to make SRHR issues visible in Dutch society and creating accessible and well-known community spaces for youth activists around the world to actively engage and support each other and mobilize together as a youth-led community.

In summary, CHOICE's goals for 2023-2026, focus on uniting young people globally for advocacy and activism on SRHR and MIYP, creating safe and inclusive spaces to foster connection, learning, and solidarity, and to further advocacy – both our own, and that of other young people and YLOs – . In doing so, we hope to continue living up to our values and contributing towards creating a just, equal world, where all young people are truly able to make decisions about their sexual, reproductive & love lives!



Introduction

As we navigate the rapidly changing world around us, we are keen to continue our efforts towards ensuring safe and equitable access to **sexual and reproductive health and rights (SRHR)** for all young people. CHOICE for Youth and Sexuality's 2023-2026 multi annual strategy (MAS) builds on the work we began in our previous MAS (2019 – 2023): **to support and strengthen the work of bold youth advocates across the world.**

This MAS highlights our goals for the way forward, building on our priorities: to support youth leadership and capacity sharing, continue global advocacy on critical youth and adolescent SRHR issues, and continue to contribute towards **uniting young people and youth-led organizations (YLOs) globally**. We also seek to expand the scope of our work by contributing towards advocacy efforts in the Netherlands and Europe and investing in our organization's sustainability.

At CHOICE, we remain committed to building a world where all young people are able to meaningfully and equitably participate in decision-making about their sexual, reproductive and love lives. In doing so, we remain mindful of our positionality as an organization based in a global minority country¹ (referring to the wealthier, white-majority nations in which a small population of the world lives), as well as one that hosts young people from diverse backgrounds. Moving forward, we seek to foreground decolonial and perspectives from people in the global majority (referring to the large population of the world that are Black, Indigenous and People of Colour) and remain reflexive in how we navigate our work.

The MAS came together through a lengthy and intensive process, with a core team, consisting of representatives of each of CHOICE's three constituents: staff, board, and youth advocates. The team, with input and validation from the entire organization and our partners and advisory board, co-created a participatory process to develop the final strategy below.

It consists of five main sections, beginning with an overview of our background: This section tells us about CHOICE, what we do and our shared values. This is followed by four chapters, indicating where we see CHOICE in 4 years' time. Each chapter corresponds to the four different, but often overlapping, aspects of work that our organization does. Each stream of work has multiple goals, and strategies that we will use to operationalize and achieve them. It is useful to note that we are already in the process of implementing some of these strategies and will continue to do so. For others, we will expand and further develop our expertise to continue innovating and improving the work we do, thereby bringing change to the lives of all young people.

¹ - At CHOICE, we take a conscious effort to use language as inclusive as possible. Some terms might be new and unfamiliar, but we try to explain through the context that they are used in. We are inspired by efforts undertaken (in and outside our sector) that advise on inclusive language.

ABBREVIATIONS IN TEXT

- **CSE:** Comprehensive Sexuality Education
- **CSOs:** Civil Society Organizations
- **DEI:** Diversity, Equity, and Inclusion
- **LGBTIQA+:** Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, and Asexual
- **MAS:** Multi Annual Strategy
- **MIYP:** Meaningful and Inclusive Youth Participation
- **PMEL:** Planning, Monitoring, Evaluation, and Learning
- **SGBV:** Sexual and Gender-Based Violence
- **SOGIESC:** Sexual Orientation, Gender Identity and Expression, and Sex Characteristics
- **SRHR:** Sexual and Reproductive Health and Rights
- **UN:** United Nations
- **YLO:** Youth-Led Organization

VISION

All young people have the power to make decisions about their sexual, reproductive & love lives!

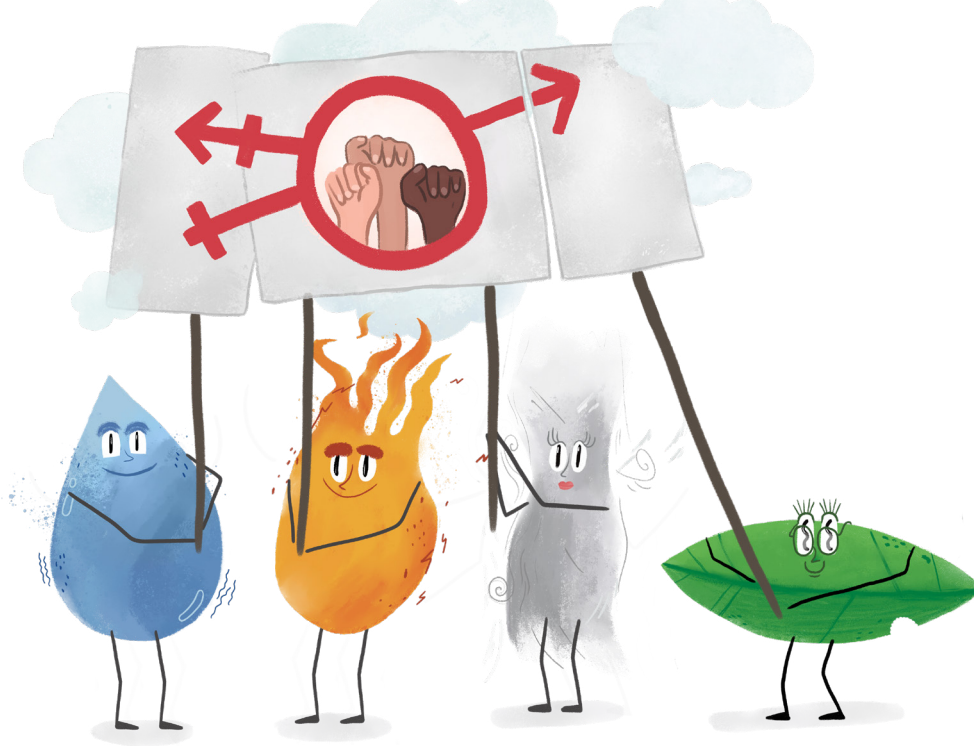
MISSION

CHOICE advocates with young people for their sexual and reproductive health and rights and for meaningful participation in the decisions made about their lives. We mutually strengthen the capacity of young people and youth-led organizations, supporting them to be leaders and changemakers.

VALUES

We are CHOICE for Youth and Sexuality. We are intersectional feminists, and we aim to be sex-positive, courageous, playful, and supportive in all that we do.

Below, we outline what we stand for as CHOICE, our beliefs, and how we approach our work and our partnerships. These values form the core of how we operate and make decisions as we implement this multi-annual strategy.



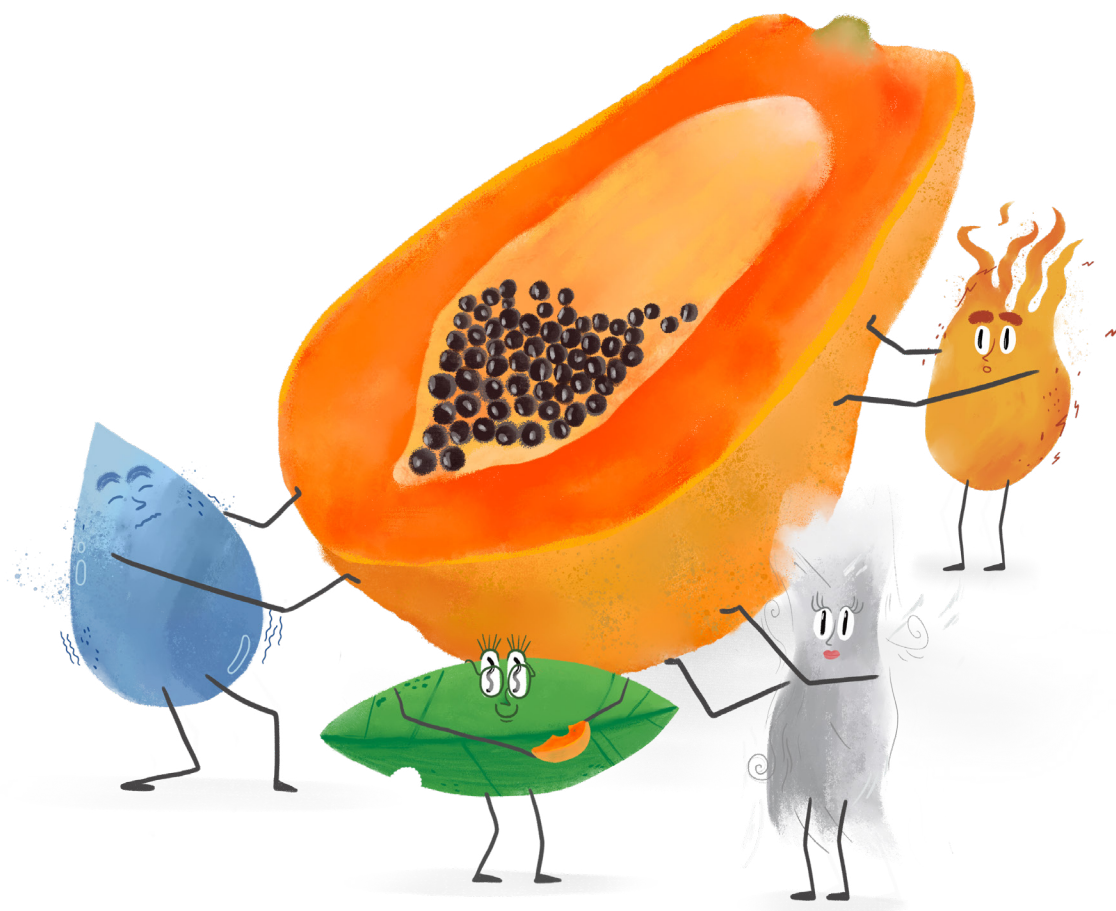
Intersectional Feminist

We believe that all people are equal and deserving of safety, dignity, bodily autonomy, and access to SRHR, regardless of societal barriers stemming from negative perceptions of their sexual orientation, gender identity, or expression, sex characteristics, socio-economic status, race, religion, age, ability, or any other form of discrimination. This framework keeps human rights and justice at the core of our work: we strive to respect, protect, and fulfil the human rights of all persons, while consciously acknowledging the different forms and experiences of inequalities and power that exist around us. We aim to keep this awareness at the forefront of our advocacy and youth leadership.

It is our goal to keep decolonial, anti-racist, and historically underrepresented perspectives at the forefront of our work, to disrupt existing power structures and ensure access to human rights for all. We do so by remaining reflexive and mindful of our own positionality and privilege and by ensuring that we act upon these reflections in our mission towards a just and equal world.

Additionally, we remain conscious that we do not embody all the multiple and intersecting forms of discrimination and, therefore, make the intentional decision to act as an ally to underrepresented groups.

CHOICE is committed to meaningfully addressing diversity, equity and inclusion (DEI) in our organization and in the work that we do. Our DEI framework details how we seek to do this in more detail.



Sex Positive

CHOICE believes in a positive, non judgmental approach towards sexuality. We advocate for bodily autonomy and freedom of choice and expression, supported by access to pleasure-based and queer-inclusive comprehensive sex education (CSE). By providing evidence-based information and resources, we hope to foster safe and brave spaces for young people to question, explore, and enjoy sexuality without judgment. We seek to create expansive definitions for how we view pleasure, intimacy, and desire, disrupting the heteronormative, harmful, and oppressive narratives around sexuality. We don't shy away from controversial or sensitive topics; rather, we bring them to the forefront. We do so to continue advocating for the SRHR of all young people, regardless of their gender identity, or expression, sexual orientation, sex characteristics, socio-economic status, race, religion, age, ability or any other forms of discrimination.

Courageous

CHOICE believes that advocacy is about courageously disrupting the status quo and standing up for our beliefs and values. Our advocacy is shaped by the lived experiences of young people globally, with the goal of creating youth-friendly spaces, uplifting diverse voices, addressing real needs, and practicing allyship with communities in the global majority. We seek to hold the systems and decision-makers around us accountable while holding space for the meaningful participation of all young people to build a better, safer future for us all. We strive to remain critical and reflective and ask difficult questions – especially with regards to being critical of ourselves and our role in the global development system. We stand in solidarity with all young people across the world who work tirelessly in this endeavor and remain committed to supporting safe, brave spaces towards creating a more equal and just world.



Playful

Our work – with and for young people – hinges on remaining dynamic, energetic, and flexible. We are keen to learn with and from one another, sharing our passion for SRHR, and caring for one another. We seek joy in our work; this approach fosters fun, creativity, and growth. We embody this both internally – in how we work with one another – and in the partnerships we build with youth- and adult-led organizations alike. We prioritize time to be social, have fun as a group, and leave room for nurturing our imagination. This approach helps us to disrupt traditional ways of working and focus on care, humor, and excitement in our work, forming the cornerstone of our ever-growing, ever-playful community.

Supportive

At CHOICE, we believe that our shared achievements are what make us the strongest. We believe that caring for one another and approaching our work with compassion, empathy, and an open mind is essential. Working collectively and seeking to operate in solidarity within the SRHR space globally forms the core of how we work. We seek to uplift one another and build on our shared progress towards equitable, just and sustained access to SRHR for all. Our work is built on the foundation of helping one another continually grow, evolve and respond to a changing world. We do so both implicitly and explicitly in the way that we work, through supporting YLOs in their sustainability, creating connections and partnerships across the world, and capacity sharing. We believe in the philosophy of fostering growth and development for all young people. We recognize the power and passion of young people and seek to nurture this by creating opportunities for their growth and development and creating spaces where they can explore and learn more about SRHR.



Chapter 1 : Earth

ORGANIZATIONAL DEVELOPMENT

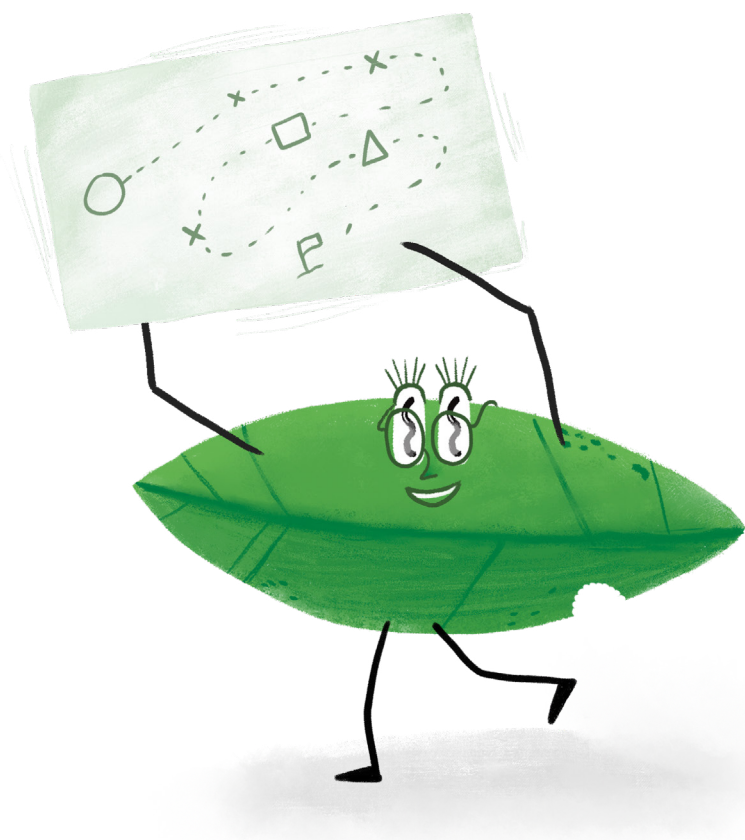


We see CHOICE, the organization, as the starting point of our mission. It is the home that houses a diverse group of young people that want to do their part for the SRHR and meaningful and inclusive participation (MIYP) of all young people. Here we meet, exchange, innovate, learn and grow together to achieve our personal and organizational goals. Investing in and strengthening this home and its residents is critical to the success of this multi-annual strategy. There are several new opportunities that we want to explore as an organization going forward, from fundraising to communication.

We also recognize that CHOICE is not the only house in the neighborhood. We are an ally to other movements, both in the Netherlands and abroad, that fight for social justice. We are a critical voice in our sector, especially on the decolonialization of development. We make space for and uplift others, recognizing when we must step back from certain spaces. CHOICE hopes to lead other organizations by example, by integrating our shared values and passion for MIYP into our collaborations, policies, and the implementation and day-to-day functioning of the organization.

From 2023-2026, we will work on the following goals:

- CHOICE continues to be a home for a diverse group of young people where they can grow and develop together.
- All CHOICE policies, processes and structures enable us to practice our values and work towards our vision.
- CHOICE is active, visible and disruptive in Dutch society on MIYP and young people's SRHR.





GOAL 1

CHOICE continues to be a home for a diverse group of young people where they can grow and develop together.

In recent years, CHOICE has focused not only on ensuring the meaningful participation of young people but also that this participation is as inclusive as possible. Too often, we have seen a lack of representation among young people, with not enough space for their diversity. As CHOICE, we want to practice what we preach, and, for the coming years, further strengthen MIYP within our own organization. We find it essential to be a place that young people in all their diversity can call home and, by creating opportunities for meaningful participation, we hope to ensure that they can grow together.

STRATEGY 1

We ensure that CHOICE youth advocates, board and staff in all their diversity perceive their participation as meaningful



As CHOICE, we do things together. This doesn't always mean extensive discussions when making every decision, but that we aim to practice inclusive decision-making while still keeping things efficient. For organizational processes, we carefully map who should be involved and how, so as to make everyone's participation meaningful. Often, we work in a triangle, with representatives of each of our three constituents: board, staff and youth advocates. Additionally, in 2022, CHOICE created a Diversity, Equity and Inclusivity (DEI) Framework, with concrete actions for our organization to improve our internal progress on DEI in a meaningful way. From 2023-2026, we plan to follow up on these actions to ensure our organization is a place for all young people. We strive to work with a diverse group of young people both in the Netherlands and globally.



GOAL 1 | CHOICE continues to be a home for a diverse group of young people where they can grow and develop together.

STRATEGY 2

We have fun together and maintain a safe space for all CHOICE youth advocates, board and staff



Within CHOICE, we find it important to not only work together, but also to have fun together. We take the time to build meaningful relationships with one another and we actively invest in spending time together and in teambuilding. We strive for the different entities of CHOICE to work together and strengthen each other. We also find it vital that CHOICE is a safe space for everyone. We will continue to actively monitor this through evaluation meetings with all CHOICERs, through a confidentiality advisor, and through reporting mechanisms to ensure that anyone in need of support has the means to seek it. Our passion for our work means that it is extremely important for us to maintain a working culture that is safe, fun and healthy for all CHOICERs.

STRATEGY 3

We make sure that CHOICE is an organization in which young people can develop themselves as people and professionals.



Young people's growth is at the heart of who we are as CHOICE. Human resources processes for staff, such as the personal development process, are centered around the individual and are regularly evaluated. As a youth-led organization, we recognize that high turnover is one of our main risks for organizational continuity. To manage this, we will continue to plan for extensive handover processes, and plan to further strengthen and standardize this in the future. Capacity strengthening – through coaching or taking courses, for example – will continue to be available for the staff, youth advocates and the board. This ensures that they feel confident in fulfilling their roles and participating in the organization. For international events and external opportunities, we use the 'take two' principle: a more experienced CHOICER works with and can guide a less experienced CHOICER, ensuring knowledge is shared. All CHOICERs will continue to have opportunities to take on more responsibilities and grow in their role. We recognize that young people develop quickly, and CHOICE grows with them, supporting them in their own career development and opening doors in the SRHR and development sectors.



GOAL 2

All CHOICE policies, processes and structures enable us to practice our values and work towards our vision.

CHOICE's policies, processes, and structures are the basis for how we work together, engage with others, and operate on a daily basis in a safe and responsible way. Having a strong and secure foundation helps us to achieve our goals, embody our values, learn, and address risks together. We are mindful that the organization operates in compliance with the highest social and legal standards. Additionally, we aspire to make our organization more sustainable, future-proof, and resilient, by diversifying our funding and building the professional and organizational capacities of all CHOICErs. We will also monitor, evaluate, and report on our progress and learnings through the implementation of this MAS and the results of our activities in a youth-friendly and accessible way.

STRATEGY 1

We set up and maintain a strong monitoring system that helps us to track our progress, identify and manage risks.



As an organization that operates in an international context on polarizing themes and receives funds from public donors, CHOICE holds a significant responsibility to ensure safety, integrity, and the delivery of promised results. We are accountable to the people we work with, donors, and the public. To fulfill these responsibilities, we have established a central registry for documenting risks, such as those related to security, SEAH (Sexual Exploitation, Abuse, and Harassment), and integrity. We regularly review these risks and ensure robust mitigation strategies are in place and clear owners assigned for the same. In addition to the central registry, we incorporate a specific risk analysis into all relevant policies that we develop or update. Furthermore, we will develop a new strategy for planning, monitoring, evaluation, and learning (PMEL) to better understand the results and (unintended) outcomes of our activities and make necessary adjustments. This strategy will also include new organizational indicators to track progress on the implementation of this MAS, which are reported on in our annual report. By closely monitoring risks and results, we aim to strengthen our decision-making and resilience as an organization. In line with our values, we collaborate with other youth-led organizations to develop meaningful and youth-friendly risk management and project monitoring tools.



GOAL 2 | All CHOICE policies, processes and structures enable us to practice our values and work towards our vision.

STRATEGY 2

We periodically review and update our policies to be useful and in line with our organizational values.



We will periodically review our existing policies, get rid of the ones that are redundant, and ensure the remaining ones are updated and actively implemented. We also ensure that policies are written simply, to be accessible and understandable for everyone. We will ensure that all CHOICERs can participate in developing and reviewing our policies, and all are informed on new and updated policies. These policies enable us to live up to our values, particularly those of intersectional feminism and being supportive. In the sector, CHOICE is an example of how to develop, implement, and update meaningful, accessible, and value-driven policies.

STRATEGY 3

We diversify our funding.



To make sure we reach the goals outlined in this multi-annual strategy and continue our work for years to come, we will further invest in resource mobilization and work with a larger pool of institutional donors. This creates the opportunity for CHOICE to continue investing in our organization and in innovation for meaningful and inclusive youth participation, gender equality and SRHR. Having varied funding sources supplements the sustainability and resilience of the organization and uncovers new avenues for our work. To strengthen our proposals and showcase our unique value, we create more opportunities for all CHOICERs to participate in shaping, writing and submitting fundraising proposals. Board members will actively engage with their own and CHOICE's networks to establish new relationships for possible collaborations. We will invest in strengthening and documenting the track record of our work to showcase the results and impact of our work. We will also explore new avenues for consultancies, facilitation, and training, outside our ongoing projects to reach more young people and other civil society organizations. Our new communications strategy will also help us write proposals focused on awareness-raising and mobilization in the Netherlands and Europe.



GOAL 3

CHOICE is active, visible and disruptive in Dutch society on MIYP and youth SRHR.

For the 25 years of our existence, CHOICE has traditionally focused on improving young people's SRHR and their meaningful participation globally. This is because we began as a youth movement focused on increasing young people's participation at the UN. We now feel that, despite the global perception of the Netherlands as progressive, there is still a lot to

do in improving young people's SRHR and meaningful participation in our home country. In recent times, we see many examples of this, such as the quality and comprehensiveness of sexuality education, rights for young trans people, period poverty, or abortion still being part of the Dutch penal code. Considering these issues, focusing on the rest of the world continues to perpetuate a neocolonial way of working, if we don't also look at our own context. We therefore want to become active and well-known in Dutch society for the topics and expertise that have developed for so many years already: MIYP and youth SRHR. As a youth-led organization, we see an opportunity for ourselves as disruptors of these spaces in the Netherlands, speaking out against injustice and supporting a movement for the inclusion for all young people into Dutch society.

STRATEGY 1

CHOICE promotes itself as the go-to organization for MIYP and young people's SRHR in the Netherlands.



Sexuality has been a hot button topic in the Netherlands in 2022. Due to the 'Voice of Holland' scandal, sexually transgressive behavior was a prominent subject in public debate and in the political agenda. In the same year, we saw the first two changes in Dutch abortion law in 40 years, making abortion more accessible for those who need it. As CHOICE, we plan to seize this momentum to push discussions on sexuality in the Netherlands. We find it important to work on SRHR in our home country to further uphold our values and in line with our views on decolonizing development. Through our new communications strategy, we also aim to have more communication directed towards young people and the Dutch public, to improve our brand recognition with both groups. We will actively seek out resources to fund programmatic work in the Netherlands and expand our network of local Dutch activists and organizations working on MIYP and **young people's SRHR**. We also plan collaborate further with local artists, the Dutch media and the private sector.



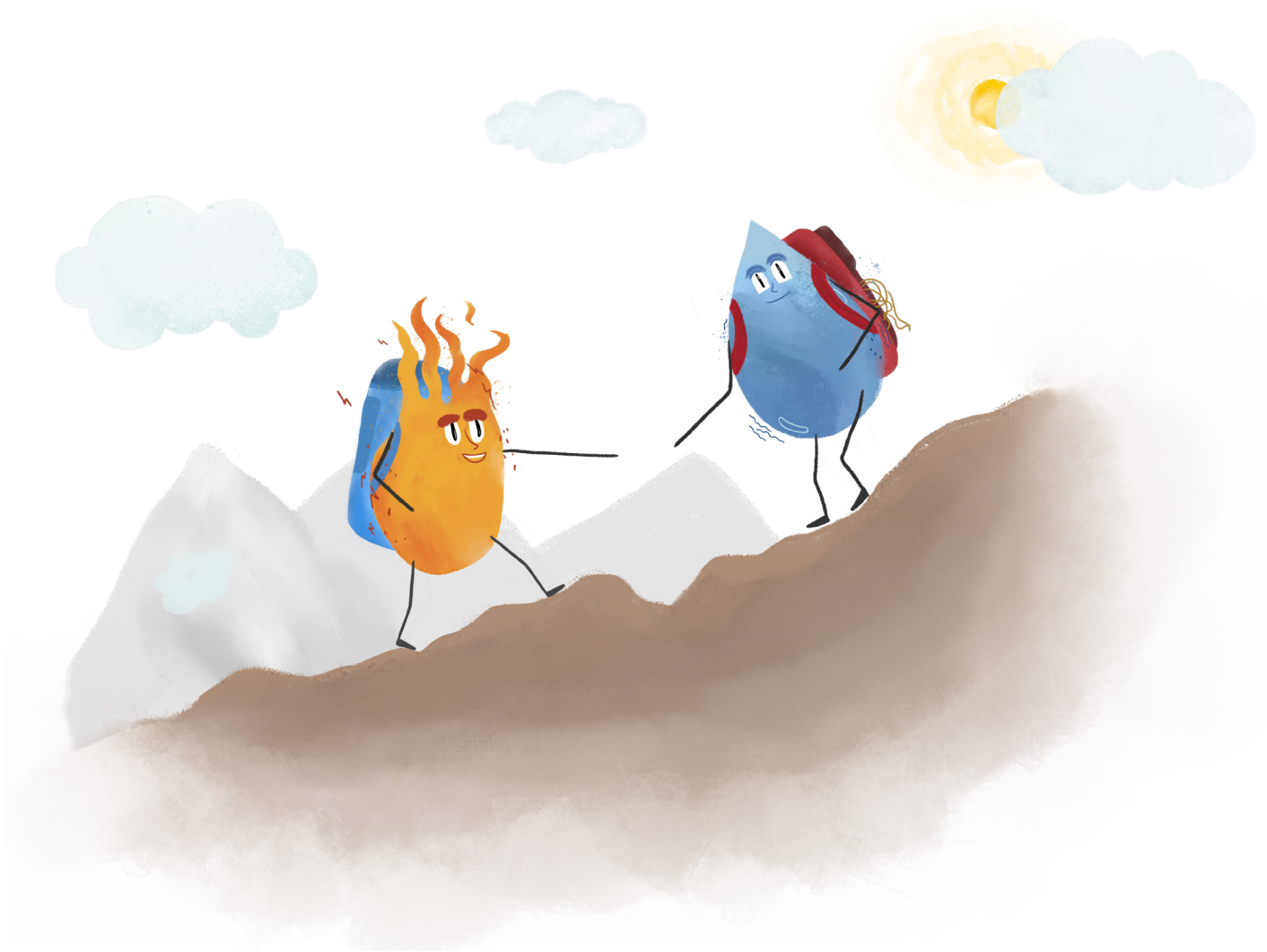
GOAL 3 | CHOICE is active, visible and disruptive in Dutch society on MIYP and youth SRHR.

STRATEGY 2

CHOICE is an ally in the Dutch movement for justice, decolonization and anti-racism in the SRHR and development sector.



We continue to disrupt the status quo in the fields we are active in: the SRHR and broader development sectors. As we continue to question and critically reflect on our own role as an organization based in a global minority country, we will also, when necessary, take a step and make or broker space for others when we feel that other voices should be amplified. We question existing structures in the SRHR and development field as these find their origin in colonialism, patriarchy, ableism, and racism. We speak out against injustices that we see and demand a just transition, while ensuring meaningful and inclusive participation of young people in that process. We will connect and collaborate with other organizations and activists who feel the same, across themes such as climate justice and gender equality. We hope to be frontrunners in restructuring and doing development cooperation differently.



Chapter 2 : Water

YOUTH LEADERSHIP



At CHOICE, we are continuously learning, growing, and striving to find ways to ensure that young people in all their diversity can meaningfully participate in discussions, decisions, and policies relating to SRHR. Our goal is for young people to benefit from SRHR programs and play a vital role in steering these programs by holding leadership positions. Young people's participation in these processes is both a fundamental right (Article 12, United Nations Convention on the Rights of the Child) and a proven necessity for ensuring programmatic effectiveness and meeting young people's real, practical needs.

In line with our values, we have updated our approach towards Meaningful Youth Participation and made a conscious shift towards Meaningful and Inclusive Youth Participation, putting inclusivity for all young people and a DEI lens at the core of our work. In the years to come, we aim to decolonize our work as youth leaders in the field of SRHR and international development by continuing to recognize our position as an NGO based in a global minority country. We will advocate for mutual capacity sharing – a reciprocal and collaborative process – ensuring that mutual learning, joint-, and

needs-based implementation reaches all our partners. By co-creating more accessible, contextualized resources and highlighting the importance of diverse voices and perspectives in programmatic work, we seek to continue our allyship YLOs and young people around the world and, thereby, set an example for other NGOs in global minority countries.

By 2026, we expect to be established as a go-to expert and strong ally on MIYP and youth-adult partnerships for CSOs globally, supporting their work with young people and SRHR.

From 2023-2026, we will work on the following goals:

- As a YLO, CHOICE is the frontrunner in advancing Meaningful and Inclusive Youth Participation, Inclusive Youth Leadership and equitable Youth-Adult Partnerships amongst young people and adults.
- CHOICE enables Meaningful and Inclusive Youth Participation through increased access and knowledge on youth-friendly funding for young people and youth-led organizations.



GOAL 1

CHOICE is the frontrunner in advancing Meaningful and Inclusive Youth Participation, Inclusive Youth Leadership and equitable Youth-Adult Partnerships amongst young people and adults.

CHOICE advocates for the rights of diverse young people by creating awareness and knowledge on MIYP and youth leadership. Additionally, we share learnings and best practices on how to integrate and institutionalize MIYP into SRHR programming and make it more sustainable. CHOICE also seeks to support other youth-focused organizations to be MIYP champions, creating youth-friendly policies, programs, structures and funding

mechanisms. Furthermore, our aim is to establish ourselves as the go-to expert on MIYP, establish MIYP as the standard approach when working with young people, and become a sought-after partner for organizations for MIYP consultancies and partnerships, both in the Netherlands and globally.

To decolonize our work, we continually reflect on our own position as a youth-led organization in a global minority country, recognizing and using our privilege to create space for groups of young people of the global majority. We do so by supporting them to strengthen their organizational sustainability and working with adult-led groups (such as youth-serving CSOs, policy makers, and other relevant groups) to advocate for the inclusion of young people in all aspects of society.

STRATEGY 1

CHOICE amplifies its inclusivity approach within our expertise of MIYP and Youth Leadership.



We scale our knowledge on transforming decision-making spaces and resources, making them more accessible for a wide and heterogeneous group of young people, including but not limited to young people with disabilities, non-English speaking young people, and young queer people. For all young people to meaningfully participate in decision-making systems and processes, our work, tools, and resources must be adaptable, inclusive and accessible. We therefore update and modify our existing tools and resources and co-create new accessible tools and resources alongside young people and other key stakeholders, keeping in mind a DEI lens.



GOAL 1 | CHOICE is the frontrunner in advancing Meaningful and Inclusive Youth Participation, Inclusive Youth Leadership and equitable Youth-Adult Partnerships amongst young people and adults.

STRATEGY 2



CHOICE provides targeted, contextualized MIYP and Youth Leadership trajectories.

CHOICE is renowned for sharing our expertise on MIYP and Youth Leadership. We continue to stay true to this core component of CHOICE – now with MIYP at the center – by developing contextualized MIYP and Youth Leadership trajectories specific to the needs of both our partners, as well as other stakeholders. These may include supporting youth-led advocacy, youth-adult partnerships, and more.

STRATEGY 3



CHOICE supports the organizational development, governance and sustainability of other YLOs.

As CHOICE continues to grow and develop as an organization, we learn more about the many challenges new and small YLOs may face. To support them through these transitions and ensure their meaningful participation in civic space, we adapt these lessons and our institutional knowledge to develop and provide trainings and resources to support the organizational development, governance and sustainability of other YLOs on a variety of topics, ranging from PMEL, to integrity, fundraising, sustainability, and safeguarding.

STRATEGY 4



‘Youth Do It!’ is an accessible, useful/relevant, youth-friendly resource hub for diverse youth and partners.

As a youth-led organization, CHOICE aims to support youth and other YLOs by continually sharing knowledge in the form of free and accessible resources on SRHR and MIYP-related topics. Our online resource hub, ‘Youth Do It!’ is an accessible, youth-friendly platform, with a broad range of resources on key topics, that caters to the needs of a broad audience, including CHOICE’s young peers and partners, who are working on or interested in MIYP, Youth-Led Advocacy and SRHR.

STRATEGY 5



CHOICE creates a strong evidence base for the benefits of Youth-Adult Partnerships through developing a comprehensive track-record of our MIYP and Youth-Adult Partnership consultancy work.

To strengthen and support our work, it is vital to document our efforts, successes, and learnings from our prior consultancies on MIYP and Youth-Adult Partnership. To do so, we build a strong track record of our work to further cement relationships between young people and adults globally and highlight the value of YAPs. As a result, more young people will be enabled to meaningfully participate in decision-making within organizations and programs.



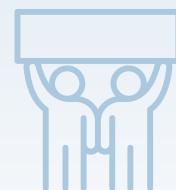
GOAL 2

CHOICE enables Meaningful and Inclusive Youth Participation through increased access and knowledge on youth-friendly funding for young people and youth-led organizations.

We strive to increase access to youth-friendly funding for YLOs and youth movements. The current donor landscape is often difficult to navigate for young people; new spaces are necessary to cultivate youth participation in (donor) decision-making. Building on work done during our previous MAS, CHOICE remains committed to shifting power to young people and supporting youth-led organizations both in strengthening their organizational capacity and financial sustainability. We seek to further leverage our network and existing expertise to advocate for funders to examine and rethink their funding practices and mechanisms to be more accessible to young people. In 2022, CHOICE began working towards this through the We Trust You(th) initiative and, between 2023-2026, we hope to expand these efforts.

STRATEGY 1

CHOICE supports funders and relevant stakeholders to strengthen their understanding of youth-friendly funding and incorporate youth-friendly policies and processes in their structures and programming.



CHOICE scales our knowledge on youth-friendly funding and uses our learnings from advocating for youth-friendly funding to create trainings and resources for funders and other stakeholders. These support them to adjust their structures, policies, ways of working, and mindset to be more accessible, attainable, and accommodating of the needs of young people and youth-led organizations. We reach out to and engage with funders and other stakeholders, both within and outside of our current networks, to offer our expertise and reinforce the importance of and need for youth-friendly funding. Within our consultancies, we support funders and stakeholders by developing tailor-made guidelines to improve their ways of working.



GOAL 2 | CHOICE enables Meaningful and Inclusive Youth Participation through increased access and knowledge on youth-friendly funding for young people and youth-led organizations.

STRATEGY 2



CHOICE supports other YLOs through the provision of small grants.

To enable and promote innovation in youth-led organizations, CHOICE builds on our seed-granting experience to provide small grants to YLOs. Using participatory processes to ensure the inclusion of diverse voices to shift power, we hope to embody our commitment to MIYP and decolonization.

STRATEGY 3



CHOICE continues to expand our work on advocating for Youth-Friendly Funding.

Many funders still lack awareness of the challenges that young people and youth-led organizations face when accessing funding mechanisms. Therefore, we continue to advocate to increase funders' understanding of the importance of youth-friendly funding, building on CHOICE's previous work on this subject.





Chapter 3 : Fire

ADVOCACY



As a youth-led organization that dreams of a world where young people can make informed decisions over their sexual, reproductive, and love lives, CHOICE practices youth-led advocacy and collaborates with other youth-led movements that share this aim.

Our advocacy strategy (available separately) describes our thematic goals and action-based plan regarding our 5 advocacy priority themes: meaningful and inclusive youth participation (MIYP), safe and legal abortion, inclusive and quality comprehensive sexuality education (CSE), recognition and protection of people of diverse sexual orientation, gender identity and expression and sex characteristics (SOGIESC) and sexual and gender-

based violence (SGBV). Meanwhile, this MAS chapter presents our long-term aspirations for the kind of advocacy we want to practice when implementing our advocacy strategy and working towards our ultimate goal: to protect and progress young people's SRHR, bodily autonomy, and MIYP.

From 2023-2026 we will work on the following goals:

- CHOICE works with young people, in all their diversity, to be a disruptive voice through decolonial and inclusive advocacy on SRHR and MIYP.
- CHOICE is a hub of international advocacy knowledge.
- CHOICE thrives in new advocacy avenues on SRHR and MIYP





GOAL 1

CHOICE works with young people, in all their diversity, to be a disruptive voice through decolonial and inclusive advocacy on SRHR and MIYP.

As a courageous organization, we see ourselves as a disruptive voice that aims to challenge structures of inequality to dismantle the current "status quo". We aim to do this by remaining mindful that we do not replicate the same unequal structures we challenge in our advocacy. We want our advocacy to be inclusive of diverse voices and to resist (SRHR) colonial legacies. Simultaneously, being a disruptive voice refers to the "out of the box" methods we want to employ and our willingness to take a resolute stance when advancing SRHR, bodily autonomy, and MIYP.

STRATEGY 1

Inspired by our inner rebels, we strive to disrupt "normative" advocacy.



Over the past 25 years, CHOICE has developed expertise on engaging with UN advocacy spaces and forging strategic networks. Now, we want to reconnect with our inner rebels and push the boundaries of our advocacy. We envision brave advocacy both within and outside the UN. By this, we mean that we explore possibilities of activism within the UN (such as through the YouthUpUN campaign), and outside the UN, through our critical eyes and creative minds. By doing so, CHOICE's advocacy has numerous different approaches, from entering and taking advantage of formalized advocacy spaces, such as New York and Geneva, to marching through the streets, using art, organizing town halls, roundtables with activists, and street-based activism, among others, to expand our work. Additionally, we try, as far as possible, to be a progressive voice in the spaces where we work. While we are aware that many of the spaces in which we advocate are still conservative and, sometimes, require our aspirations to become more "realistic", and so less progressive, we do not want to remain comfortable in these limitations. Instead, we choose to keep using our creativity and strategic minds to find how, when and with whom we can push the conversation a little bit further.



GOAL 1 | CHOICE works with young people, in all their diversity, to be a disruptive voice through decolonial and inclusive advocacy on SRHR and MIYP.

STRATEGY 2

We advocate through a radical solidarity approach.



In line with our values and as a supportive organization, we believe and practice radical solidarity. To do so, we shape our advocacy through three pillars: firstly, CHOICE practices its disruption by questioning how we do advocacy and with whom we do it. We want to prioritize our partners and their diverse voices and work closely with them. Moreover, we want to further increase the multiple voices and people we advocate with by collaborating with new and radical partners, for example: organizations working on anti-racism, decolonization, and rights for persons with disabilities, among others. Secondly, CHOICE brings inclusivity to the forefront of our advocacy by understanding "partner" as a verb. This means that CHOICE actively invests energy and effort into ensuring meaningful and inclusive engagement with all our partners with empathy, care, and support. Finally, we remain critical of our own biases and ways of working. This means reflecting inwards and constantly evaluating our role critically, varying from amplifying partners voices and efforts, stepping back from taking up space, sharing our resources, and more.

STRATEGY 3

We gain expertise in decolonial and inclusive advocacy.



This knowledge allows us to translate this goal into practice more tangibly. We ensure to assign capacity and resources to increasing our knowledge on decolonial and inclusive ways to practice advocacy. We make sure to continuously have 'brave' conversations with our partners and within our organization to continue reflecting inwards. We also understand this to be an ongoing learning journey, during which we continuously (de)construct and absorb knowledge from both our successes and mistakes.



GOAL 2

CHOICE is a hub of international advocacy knowledge.

We continue to reflect critically on our role as a youth-led organization based in a global minority country (that encompasses various representative voices) and realize the potential of our role as a knowledge-sharer. We recognize the extent of our knowledge and expertise, as well as the amount of knowledge held by our partners and want to prioritize strengthening, developing, and sharing this knowledge to enable advocacy globally.

STRATEGY 1

We update and further develop our resources.



We want to make sure that CHOICE's resources (including, but not limited to, toolkits and fact sheets) are up to date, youth-friendly, inclusive, and accessible for youth advocates from diverse backgrounds. Most importantly, we encourage the continued co-creation of resources, with young people within and beyond CHOICE, that are continuously tailored to different contexts and needs. In practice, this includes updating and further sharing our digital youth-friendly resources.

STRATEGY 2

We strengthen our mentorship trajectories for other young advocates.



For us, mentoring other youth advocates is a key trajectory to continue meaningfully engaging in UN advocacy spaces and other advocacy avenues we may explore in the future. Through this strategy, we identify our advocacy trajectories and update our tools building on what previous CHOICERs have already created in the last years.

STRATEGY 3

We operate through a knowledge sharing approach.



This means that we move away from a colonial view of knowledge transmission, where only some wisdom is perceived as valid. We believe in creating spaces for knowledge and expertise to be exchanged, constructively questioned, and (un)learned. We practice this in every encounter with our partners, from formulating and writing statements together to co-creating resources (as mentioned in Strategy 1) or supporting the development of advocacy strategies. We also actively seek opportunities to learn from the broader development sector, such as participating in communities of practices and international learning hubs.



GOAL 3

CHOICE thrives in new advocacy avenues on SRHR and MIYP.

As a courageous organization, we see ourselves as a disruptive voice that aims to challenge structures of inequality to dismantle the current "status quo". We aim to do this by remaining mindful that we do not replicate the same unequal structures we challenge in our advocacy. We want our advocacy to be inclusive of diverse voices and to resist (SRHR) colonial legacies. Simultaneously, being a disruptive voice refers to the "out of the box" methods we want to employ and our willingness to take a resolute stance when advancing SRHR, bodily autonomy, and MIYP.

STRATEGY 1

We bring a youth participatory lens and advocate in our own backyard (Dutch-based advocacy).



In the past years, CHOICE has gained experience engaging in international advocacy spaces and is an established actor in international UN advocacy spaces. In line with our organizational development chapter and our goal of becoming active, visible, and a disruptive voice in the Netherlands, we want to expand our advocacy efforts to the Dutch context. This means that we do not only want to influence the international agenda-setting regarding SRHR and MIYP, but we also want to hold the Dutch government accountable for the commitments made during these international meetings and the implementation thereof. Our increased focus on Dutch-based advocacy also means that we further explore the SRHR-related topics concerning young people in the Netherlands. This involves increased collaborations with the NAG and potential new networks and partners, such as Nationale Jeugdraad (NJR, or the Dutch National Youth Council), International Federation of Medical Students' Associations, Netherlands (IFMSA-NL), and others.



GOAL 3 | CHOICE thrives in new advocacy avenues on SRHR and MIYP.

STRATEGY 2

We remain open and engaged in an exploration quest for new advocacy spaces and opportunities



CHOICE continues engaging in current international advocacy spaces, while exploring different advocacy spaces with curiosity and creativity. Our advocacy strategy serves as our compass; we ensure that we bring a youth participatory lens into these spaces. This includes joining new networks, connecting with new partners, doing activism (connected to strategy 1 of goal 1), and participating in new advocacy spaces, that may not be UN-related (internationally, regionally, and nationally). This quest also means that we continually evaluate the relevance of these new opportunities and our engagement. We work towards thriving in these new spaces while staying open to re-thinking and (re- and un-) learning through in the process.

STRATEGY 3

We employ research and communications as advocacy tools.



CHOICE expands its advocacy actions by utilizing new tools. We want to employ research for advocacy that draws on real needs and real-life stories. Through research, we build awareness of current SRHR and MIYP realities and integrate them in our advocacy work through evidence-based advocacy messages, written advocacy, storytelling, among others. Furthermore, we increase our capacity and knowledge to do advocacy through communications. CHOICE acknowledges the relevance of digital spaces and the power of communications to raise awareness and influence opinions and decision-making. Our advocacy reflects our values in CHOICE's unique style: young, creative, and fun!



Chapter 4 : Air

UNITING YOUTH VOICES



Throughout the process of creating this multi-annual strategy, we identified a common overarching aspiration within CHOICE: we believe in the power of a united voice and the creation of spaces for mutual learning. As young people, we stand stronger together. We inspire each other to become active advocates and stand up for our rights together. We support one another in our advocacy and activism, especially in spaces that are not always youth friendly. As we share challenges, we share learnings and support too; we want the spaces we work in to be brave and safe. To achieve this goal, our teams contribute towards this goal on different fronts, whether organizational development, youth leadership or advocacy.

From 2023-2026, we will work on the following goals:

- CHOICE unites diverse young people globally for advocacy and activism for young people's SRHR and MIYP
- CHOICE connects young people and youth-led organizations in a safe and brave space to connect, learn and build solidarity together



GOAL 1

CHOICE unites diverse young people globally for advocacy and activism young people's SRHR and MIYP

We further our role as connector and disruptor, working towards supporting a community of youth activists to join forces with and support each other. We acknowledge that youth-led advocacy and activism can be a difficult space, often with dispersed efforts and inaccessible processes. CHOICE therefore creates a brave space for young activists from diverse backgrounds to share their values and dreams and mobilize together as a youth-led community.

STRATEGY 1

CHOICE activates and unites young people in the Netherlands and globally.



In line with our chapters on organizational development and advocacy, at CHOICE, we aim to build on our work in the Netherlands. On one hand, this is to make SRHR issues, both in the Netherlands and in the countries where we work, more visible to Dutch society. We do so by mobilizing young people in the Netherlands to act with and influence decision-makers on matters that are important to them, in solidarity with a diverse group of young people, whether Dutch or globally. We see an important role for the Dutch Youth Ambassador for SRHR in continuing to inspire young people in the Netherlands and globally. On the other hand, we see our engagement in the Netherlands as an opportunity to connect to larger ongoing youth and SRHR movements active in Europe, to build a united voice at the European level, to influence local and European decision-makers. We bring together young people from across the globe in their mission for all young people to enjoy their SRHR and bodily autonomy.



GOAL 1 | CHOICE unites diverse young people globally for advocacy and activism young people's SRHR and MIYP

STRATEGY 2

CHOICE is an accessible and well-known community for all youth activists to engage in advocacy on young people's SRHR and MIYP.



Through love, care, and fun, CHOICE creates both online and offline spaces for youth activists around the world to actively engage with and support each other and mobilize together as a youth-led community. These spaces are a reflection of our values: creative, energetic, bold, fun, action-based, and non-hierarchical. They allow us to dream together of SRHR and MIYP futures and advocate jointly for them. We put a strong emphasis on making these spaces accessible and welcoming for and representative of diverse voices. We use our networks and advocacy and communications tools to ensure that CHOICE remains well-known; in practice, this can include a CHOICE campsite during UN advocacy events, a youth advocacy summit, a joint international campaign, among others.

GOAL 2

CHOICE connects young people and youth-led organizations in a safe and brave space to connect, learn and build solidarity together.

To promote more connection, networking, and solidarity amongst its young peers, CHOICE has and will continue to (co-) facilitate multiple Connector Weeks. This is a linking and learning event for our YLO partners around the world, with the goal of strengthening the network of YLOs that share and exchange knowledge on key issues, support one another, and form a united global community of young people. In addition, CHOICE expands its youth network to include young people and YLOs from different geographies (including, but not limited to Asia, Africa, Latin America and the Caribbean, and Europe) and working on different issues, enabling expertise and knowledge exchange on a variety of topics related to young people's SRHR, keeping a DEI lens in mind.



GOAL 2 | CHOICE connects young people and youth-led organizations in a safe and brave space to connect, learn and build solidarity together

STRATEGY 1

CHOICE expands and builds on current spaces and platforms for joint learning.



We co-create Connector Week with our partners, creating bonds and synergies with fellow youth-led organizations and networks, building allyship, and co-creating tools, resources, and mechanisms to support one another on SRHR and MIYP, thereby strengthening the global youth community. We explore possibilities beyond Connector Week for joint learning, to continuously connect young people and youth-led organizations around the world. We also continue investing in other existing spaces for young people in programs, such as MIYP Communities of Practice, to foster a safe and brave space for young people to openly discuss issues surrounding MIYP and youth-led advocacy and seek support on capacity sharing, knowledge-sharing, and learning on key issues.

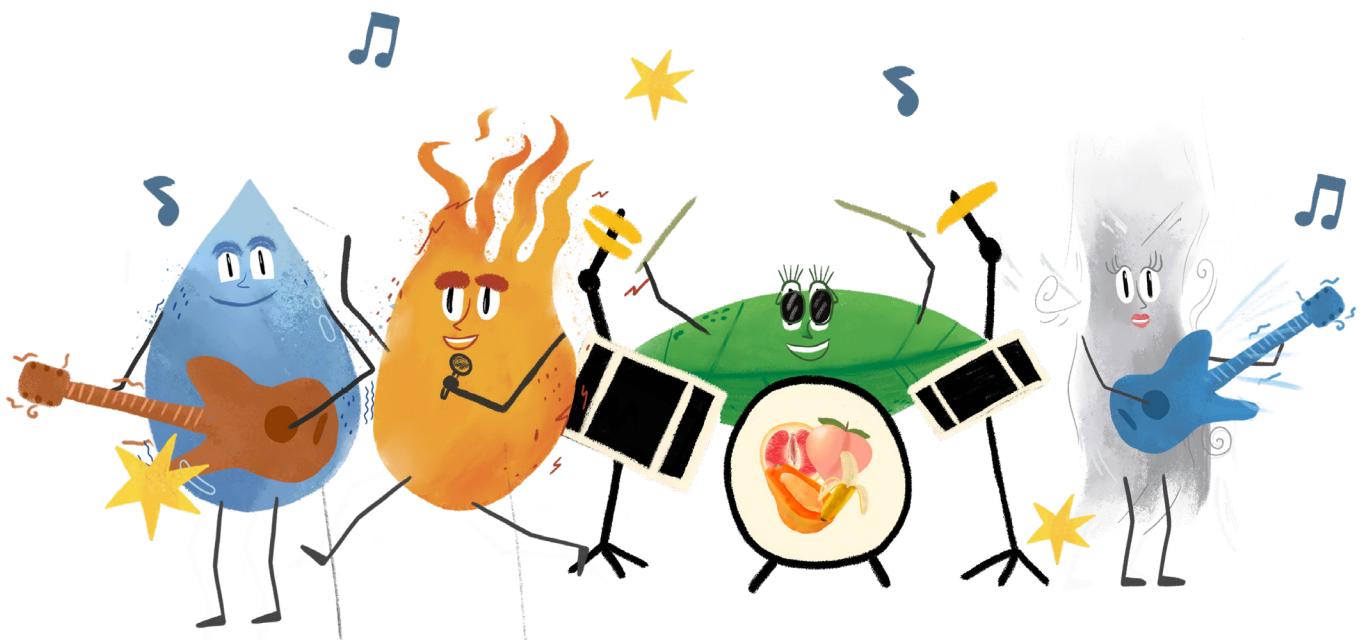
STRATEGY 2

CHOICE ensures sustainability of safe spaces for learning for young people and YLOs.



From experience, we know that we cannot take access to safe spaces for young people for granted. Therefore, we continuously invest in them, both in current and future programs. We explore (funding) opportunities with partners to scale and facilitate regional linking and learning events, when needed. For future programs, CHOICE strives to create and sustain safe and brave space for young people. Furthermore, we aim to share ownership of young people's spaces with our YLO partners and take them forward together, as we believe shared ownership is essential to long-term sustainability.

CHOICE FOR YOUTH & SEXUALITY



choiceforyouth.org