

## STRATEGY 2020 – 2025

### PREAMBLE

This Strategy was reviewed early 2022. Minor additions and corrections were introduced.

### INTRODUCTION

This Strategy establishes the objectives and core activities of the PROMISE Barnahus Network from 2020 until 2025, on the basis of the purpose, mission, and activities described in the [Network Statues](#). It may be updated in conjunction with the mid-term evaluation planned for 2022.

### OBJECTIVES

- Establish the Network as a sustainable and formidable entity
- Support Network members to expand and institutionalise Barnahus in their countries

### PRIORITIES

- **Development** – Includes recruitment of members, champions and observers. The first years will establish the outreach means and methods of the network with a focus on developing partnerships. This priority also covers internal network activities, including steering group meetings, annual work plans, quality control and reporting.
- **Fundraising** – Involves securing a continued strategic partnership with the European Union, including through PROMISE 3 Also includes recruiting supporters and sponsors of the Network, with a view to securing funding for vibrant Barnahus Forums and, in the future, establishing a Foundation or otherwise enabling streamlined corporate donations to Barnahus and similar services.
- **Network support** – Core activities include establishing a competence centre and training programme – starting with therapy and forensic interviewing, continually developing and disseminating tools and guidance, and establishing an accreditation system – an activity which includes the rollout of the Hub case management system and the first review of the PROMISE Barnahus Quality Standards.
- **Exchange** – Supporting network members via in-person and virtual exchange, including at the Barnahus Form, General Assemblies, study visit, and 1:1 networking opportunities. This priority foresees establishing a matching system for introducing members to stakeholders with experience and knowledge which is relevant to their specific contexts.
- **Communication** – A cross-cutting priority which includes establishing [www.barnahus.eu](http://www.barnahus.eu), evolving and maintaining the social media presence and various forms of content creation and dissemination. Involves presence at key meetings and conferences to promote the mission of the Network and to support advocacy.

## YEARLY OVERVIEW

	2020	2021	2022	2023	2024	Long-term
<b>Development</b>						
<b>Member recruitment</b>	Focus on visibility and outreach, establishing communication means and methods, developing partnerships	Maintain means and methods of recruitment. Ongoing membership approval	Maintain means and methods of recruitment. Ongoing membership approval	Maintain means and methods of recruitment. Ongoing membership approval	Maintain means and methods of recruitment. Ongoing membership approval	
<b>Champions and observers</b>	Leaning on member recruitment work, mapping and strategic outreach with key connectors to establish champions and observers. Develop template for a special update note for champions and observers.	Opportunities for visibility and engagement, including at the Barnabus Forum.	Opportunities for visibility and engagement	Opportunities for visibility and engagement, including at the Barnabus Forum.	Opportunities for visibility and engagement	
<b>Network internal activities</b>	Steering group meetings, developing workplan for following year. Financial reporting. Quality control and oversight.	Steering group meetings, developing workplan for following year. Financial reporting. Quality control and oversight.	Steering group meetings, developing workplan for following year. Midterm evaluation of Strategy. Quality control and oversight. Financial reporting.	Steering group meetings, developing workplan for following year. Financial reporting. Quality control and oversight.	Steering group meetings, developing workplan for following year. Quality control and oversight. Development of next 5-year strategy. Financial reporting.	

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	2020	2021	2022	2023	2024	Long-term
<b>Fundraising</b>						
<b>European Union strategic partnership</b>	First year of PROMISE 3.	Progress report for PROMISE 3. Final year of PROMISE 3. Develop and submit framework partnership draft.	Final report of PROMISE 3. Launch year 1 of follow-up projects. Continued work to apply for new funding.	Year 2 of follow-up projects. Continued work to apply for new funding.	Continued work to apply for new funding.	Draft and submit a new attempt at a 4 year framework partnership if eligibility has changed.
<b>Supporters and Sponsors</b>	Developing the means and methods for corporate outreach, laying groundwork for future sponsorships including mapping.	Gaining sponsorships for the first Barnahus Forum.	Maintaining and expanding corporate relationships.	Renewing and gaining new sponsorships for the second Barnahus Forum.	Maintaining and expanding corporate relationships.	Establishing a Barnahus Foundation, and/or streamlining the donation of equipment and furniture from corporations to members.
<b>Framework partnerships</b>	-	Developing agreements with key stakeholders and experts about exchange of information and expertise on Barnahus, including frameworks for contracts and	Developing agreements with key stakeholders and experts about exchange of information and expertise on Barnahus, including frameworks for contracts and	Developing agreements with key stakeholders and experts about exchange of information and expertise on Barnahus, including frameworks for contracts and	Developing agreements with key stakeholders and experts about exchange of information and expertise on Barnahus, including frameworks for contracts and	

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	2020	2021	2022	2023	2024	Long-term
		payments where relevant	payments where relevant	payments where relevant	payments where relevant	
<b>Network support</b>						
<b>Training</b>	Forensic interview and therapy trainings year one as part of PROMISE 3.	Forensic interview and therapy trainings year two as part of PROMISE 3. Evaluation of training initiatives and develop in preparation for framework partnership agreement application.	Maintain and expand training programme according to the evaluation and the needs of the network, as part of the framework partnership agreement.	Maintain and expand training programme according to the evaluation and the needs of the network, as part of the framework partnership agreement.	Maintain and expand training programme according to the evaluation and the needs of the network, as part of the framework partnership agreement.	Consider what a <b>complete</b> system of paid trainings would look like.
<b>Tools and guidance</b>	Templates, factsheets, webinars, other analytical activities and reports	Templates, factsheets, webinars, other analytical activities and reports	Templates, factsheets, webinars, other analytical activities and reports	Templates, factsheets, webinars, other analytical activities and reports	Templates, factsheets, webinars, other analytical activities and reports	
<b>Consultancies</b>	-	Developing proposals and responding to calls for tender – both on the national and international levels - on specific pieces of work related to Barnahus where the Network has special competence.	Developing proposals and responding to calls for tender – both on the national and international levels - on specific pieces of work related to Barnahus where the Network has special competence.	Developing proposals and responding to calls for tender – both on the national and international levels - on specific pieces of work related to Barnahus where the Network has special competence.	Developing proposals and responding to calls for tender – both on the national and international levels - on specific pieces of work related to Barnahus where the Network has special competence.	

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<b>Accreditation</b>	Roll out of PROMISE Hub (case management tool).	Launch review of the Barnahus Standards on the basis of children’s views. Maintain and update PROMISE Hub, rolling out to additional countries.	Finalization of the review of the Barnahus Standards in preparation for the accreditation system. Development of accreditation system, with expert input. Maintain and update PROMISE Hub, rolling out to additional countries.	Development of the accreditation system commences. Maintain and update PROMISE Hub, rolling out to additional countries.	Initial roll out of accreditation programme. Maintain and update PROMISE Hub, rolling out to additional countries.	Maintain and expand accreditation programme.
<b>Exchange</b>						
<b>Barnahus Forum and General Assemblies</b>	GA 2020 – virtual meeting.		GA 2022 online	Establishing an attractive and inspiring format for gathering all Barnahus interested in the same place to connect, learn and exchange. Foreseen to include a sponsorship model. Held in Stockholm.	GA 2024, with a view to hosting it in person and in conjunction with a study visit to a newer Barnahus.	Reviving and evolving the established format for the Forum, with a view to expanding the sponsorship model, possible even by recruiting a host. Location TBD, based on potential host.
<b>Exchange/Study visits</b>	Draft system and facilitate connecting peers and mentors.	Launch system for facilitating peer and mentor connection.	Opportunities in conjunction with the General assembly,	Opportunities in conjunction with the Barnahus Forum,	Opportunities in conjunction with the General assembly,	Consider application or other method

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	Update the mapping of Barnahus and their services.	Opportunities in conjunction with the Barnahus Forum, others as they arise. Maintain and facilitate connections of peers/mentors.	others as they arise. Maintain and facilitate connections of peers/mentors.	others as they arise. Maintain and facilitate connections of peers/mentors.	others as they arise. Maintain and facilitate connections of peers/mentors.	for subsidizing study visits via the Network.
<b>Networking support</b>	Connecting members to people and information	Connecting members to people and information	Connecting members to people and information	Connecting members to people and information	Connecting members to people and information	
<b>Communication</b>						
<b>Core visibility and reporting</b>	Establish <a href="http://www.barnahus.eu">www.barnahus.eu</a>	Annual report, including design and promotion	Annual report, including design and promotion	Annual report, including design and promotion	Annual report, including design and promotion	
<b>Dynamic communication</b>	Newsletters and social media, webinars, updating of the map of the network and its members	Newsletters and social media, webinars, updating of the map of the network and its members	Newsletters and social media, webinars, updating of the map of the network and its members	Newsletters and social media, webinars, updating of the map of the network and its members	Newsletters and social media, webinars, updating of the map of the network and its members	
<b>Advocacy</b>	Key conferences, supporting national advocacy, workshops (face to face or digital), following trends and developments.	Key conferences, supporting national advocacy, workshops (face to face or digital), following trends and developments.	Key conferences, supporting national advocacy, workshops (face to face or digital), following trends and developments.	Key conferences, supporting national advocacy, workshops (face to face or digital), following trends and developments.	Key conferences, supporting national advocacy, workshops (face to face or digital), following trends and developments.	