



Strategy and Strategic Planning

2nd Board Meeting
20-21 April 2015
Marrakech, Morocco

1. Introduction
2. Why Strategy is Important
3. Strategic Planning
4. Next Steps

Statute - Article 2: Purpose

The purpose of GCERF shall be to attract, manage and disburse resources aimed at supporting the efforts of local, community-based NGOs and sub-national government organizations in countering violent extremism and radicalization in all its forms. As a public-private partnership, GCERF shall make an important contribution to the implementation of the UN Global Counter-Terrorism Strategy.

Why Strategy is Important

- Prioritizing limited resources
- Defining our ‘niche’
- Identifying and responding to opportunities and challenges in a rapidly changing environment
- Planning for growth

1. Vision/Mission

- What does GCERF stand for, what do we hope to accomplish, what is our intended audience, how do we wish to be viewed, what is our ambition for growth

2. Shared Values and Principles

3. Current status

- Strengths and weaknesses, opportunities for growth, threats to success

4. Success factors and how to achieve them

5. Priorities

Principles

To ensure the success of GCERF's planning:

- Board ownership and participation
- Transparent stakeholder engagement
- Iterative approach
- Continuous, ongoing process of learning and adaptation to new opportunities

- Consultation to next Board meeting
- Discussion of first complete draft at next Board meeting
- Finalization for Board adoption first Board meeting 2016

- Defining countering violent extremism
- Community engagement and resilience
- Defining success
- Ambitions for growth
- Opportunities
- Challenges