



Consultations

MAs, Youth, Donors, Board

Our Brand, Values and Image

- A more diverse, inclusive and youthful IPPF - providing an **inclusive** broad umbrella for all
- MAs reflect this diversity
- Led by a set of clear human rights-based values - equity, diversity, inclusion, ensuring that no-one is left behind....
- We will be a feminist organization contributing to social transformation
- IPPF will have quality brand value,

The centrality of youth

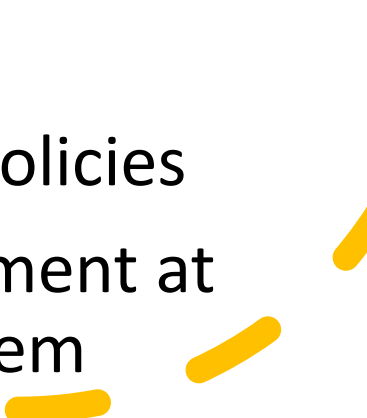
- Youth central to IPPF – in leadership, in governance, as staff, in service design and delivery
- Driven by the needs of young people
- Reach more young people, especially the most marginalized
- Youth engagement – invest in youth groups and networks ??



Our services and information

- Focus = reach, accountability and quality of care
- Digitalization central
- SRHR mainstreamed, normalized and provided through a human rights and AAAQ lens
- CSE, + gender diversity, normalized in school curricula
- Access to safe abortion in all countries
- Provide assisted reproductive technologies
- Position SRHR as essential pillar in UHC / PH
- Effective contingency planning - emergencies, pandemic preparedness and natural disasters

Our Advocacy, Positioning and Partnerships


- Advocacy and activism central
 - Counter opposition - strong networks, partnerships, links to SRHR orgs and progressive movements
 - Speak many 'languages'- youth, conservatives, person in the street. Engage with everyone.
 - Umbrella for all - partner with orgs we don't agree on all things – inclusive language, focus on common ground
 - Trusted national, regional, international actor
 - leverage reforms and influence policies
 - Strong partnerships with government at national / local level, health system providers and MoH.
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Digitalization and Technology

- Position as part of the interactive, digitally connected world
- Centrality of technology in all we do - leverage social media as a major marketing platform for SRHR information and services
- Think beyond the country as the organizing unit - cross-border digital information, sales, services and products.....greater access, reach and economies of scale
- Greater use of dashboards and data informed decision making
- More adeptly share data across the entire Fed.
- Initiate more research to inform future directions



A strong, financially stable Federation

- IPPF as a 'true democratic body' – unleash the experience of volunteers, staff and service users
 - Maximize the benefits of being a global Federation
 - Truly MA centric, maximizing MA connections (transformative, cross regional)
 - Open and engaged internal culture
 - A truly unified secretariat
 - Accreditation system contributes to continuous learning
 - Strengthen internal communication across the Federation (MAs and Secretariat)
 - Build a more diverse set of partnerships and alliances
 - A more diverse income base
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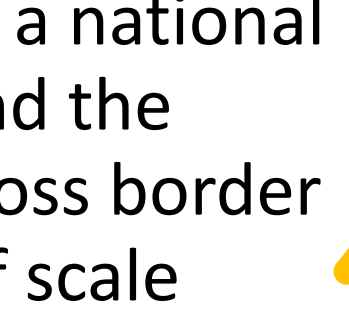


Key Donor Messages

Positioning FP as an essential part of the national public health and UHC

Activism and linking to other progressive movements

The Business model – being both a national and global leader; thinking beyond the country as the organizing unit; cross border sales and products; economies of scale



Other key points

1. Does IPPF become wider or narrower in its focus (MSI example)

2. Need for a clear, narrative or storyline

3. Clear directions, objectives and targets on delivering the strategy – clarity on the WHAT and the HOW