

# Strategic Priorities

**Bread for the World's strategic  
priorities, in collaboration with  
Diakonie Katastrophenhilfe**

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# Our path for the future

Dear reader,

Food security, humanitarian aid, protecting human rights, and the fight against poverty: there are many success stories in the main areas of our work. These achievements have been complemented by decades of valuable work in Germany which has raised awareness of our responsibilities among the public and in politics.

In order to address the new challenges that humanity faces, Bread for the World has developed a strategy. Our path towards increasing global justice is based on the implementation of the 2030 Agenda's Sustainable Development Goals (SDGs). With the adoption of the SDGs, the world community has – for the first time – agreed on a universal catalogue of goals that will decisively shape international cooperation in key policy areas over the coming decades; and this includes the field of development cooperation.

This brochure details selected aspects of our strategy. An overview of the strategic goals can be found on page 9.

As president of Bread for the World and Diakonie Katastrophenhilfe, I would like to thank our staff: they helped to draw up the strategy and we are confident that they will implement it capably. Our staff are committed to the agency's goals and responsibilities, and their dedication clearly demonstrates that overcoming poverty is a matter of heart.

We have been working with many of our partner organisations for a long time and we would like to take this opportunity to thank them for working with us in a spirit of trust. Their work contributes significantly to the agency's impact. We would particularly like to thank the many donors as well as the volunteer staff who are the very backbone of our work. They all do their part to help poor and marginalised people to improve their living conditions in their own right.

Yours sincerely,



**Reverend Dr h. c. Cornelia Füllkrug-Weitzel**

President, Bread for the World  
and Diakonie Katastrophenhilfe



## Development in partnership

Bread for the World is the development agency of the Protestant churches in Germany and is active throughout the world. We are firmly anchored in the Protestant regional and free churches in Germany, in their parishes and diaconal agencies. Together, Diakonie Deutschland, Diakonie Katastrophenhilfe and Bread for the World constitute the Berlin-based Protestant Agency for Diakonie and Development (EWDE).

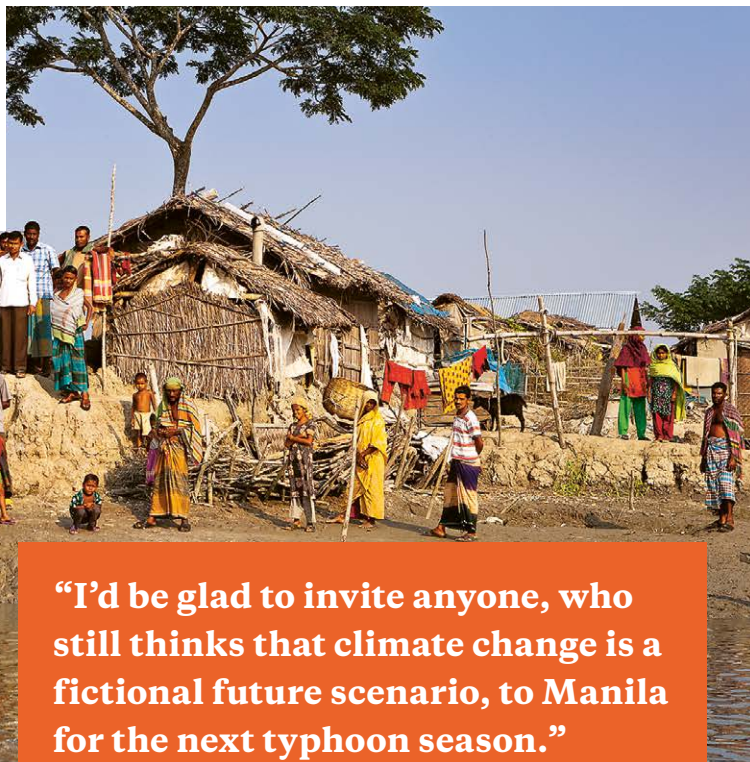
Over the last 60 years, we have placed the right of marginalised and disadvantaged people to live in dignity at the heart of our work. Our work at the Protestant Agency for Diakonie and Development stands for Christian-rooted charity and practical solidarity. One of the agency's objectives is to "join with ecumenical partners in organising the church's contribution to overcoming poverty, hunger and need in the world and tackling their root causes".<sup>1</sup> Specifically, this means that individuals, communities, churches and civil society organisations share their experiences and work together for justice and peace, and to preserve the integrity of creation.

We know that development processes can only be successful when they are shaped by the people who are directly affected by them and when they are anchored at the local level. A closely-knit network of local aid organisations in the Global South ensures that our projects are implemented sustainably, and that they directly benefit the people on the ground. Close cooperation with our partner organisations helps us ensure that all projects are adapted to specific social, cultural and economic conditions.

We draw up ways of improving living conditions together with the people affected – regardless of their religious beliefs. This turns people in need into people capable of shaping their own development. Moreover, it enables us to implement the principle of "helping people to help themselves" in the best possible manner.

<sup>1</sup> Articles of Association of the Protestant Agency for Diakonie and Development e.V., preamble.

## Coping with the effects of climate change



**“I’d be glad to invite anyone, who still thinks that climate change is a fictional future scenario, to Manila for the next typhoon season.”**

*Maria Theresa Nera-Lauron,  
co-chair of the CSO Partnership for  
Development Effectiveness (CPDE)*

### What we know

The causes of global climate change are closely linked to excessive consumption and an ideology of economic growth that exploits the Earth’s resources.

Extreme weather events caused by climate change are destroying livelihoods and are leading to serious consequences for agriculture and food security.

The increasing number of victims and the extent of the damage caused by climate change in poor countries are scandalous. People in these countries are more vulnerable than those in richer states, and they are often being turned into refugees in their own countries. Although the rich, industrial nations are mainly responsible for climate change, it is primarily the poor in developing countries that suffer most from its consequences.

### What we want

By adopting the Paris Agreement on Climate Change, the world community has recognised its responsibility to help poorer countries to cope with climate-related loss and damage. The Paris Agreement is also intended to strengthen their climate resilience, and thus enable them to cope with the consequences of global warming.

The industrialised countries must implement a socio-ecological transformation that reduces their emission of greenhouse gases and consumption of resources. Furthermore, in the name of climate justice, those who are primarily responsible for climate change must be called to account for climate-related damage and losses that poor countries are already suffering. At the same time, we need to stop using fossil fuels, and provide developing countries with adequate financial and technical support so that they can adapt to climate change and switch entirely to renewable energy.

### What we do

Curbing climate change and its consequences for people and nature are at the heart of our climate-related work. We especially focus on the situation of the poor and particularly vulnerable sections of the population. Therefore, we provide support to and call for:

- low-carbon development as well as climate and resource conservation
- climate change adaptation
- a human rights-based approach to tackling climate risk and damage

We help sustain projects that improve community resilience to extreme weather events. This, for example, enables small-scale farmers to adapt their methods of cultivation and acquire seeds that are more robust and have a better chance of surviving draught.





## Working together for justice



**“We envisage a world [...] of equal opportunity permitting the full realization of human potential.”**

*The 2030 Agenda for Sustainable Development,  
United Nations, General Assembly*

### What we know

Although the number of people living in extreme poverty is falling, 835 million people throughout the world are still living a life of need and want. They belong to a group of people who have been forced onto the margins and who have been left behind by society. Poverty is not only the result of low income; it is also closely tied to discrimination, exclusion and a lack of political influence. Poor women and girls, in particular, still face considerable disadvantages and are unable to develop to their full potential.

Poverty will only be overcome once people are free from material need, can shape their lives independently, enable their children to have a decent future, and have a guaranteed right to participate in society.

### What we want

Today, humanity has the power to completely overcome poverty. The international community has even committed itself to doing so as part of the 2030 Agenda. Effectively reducing poverty also means strengthening social security systems, establishing a free and accessible health care system, investing in education and expanding public infrastructure. We bolster the rights and opportunities that people have to voice their concerns, help shape society and lift themselves out of poverty.

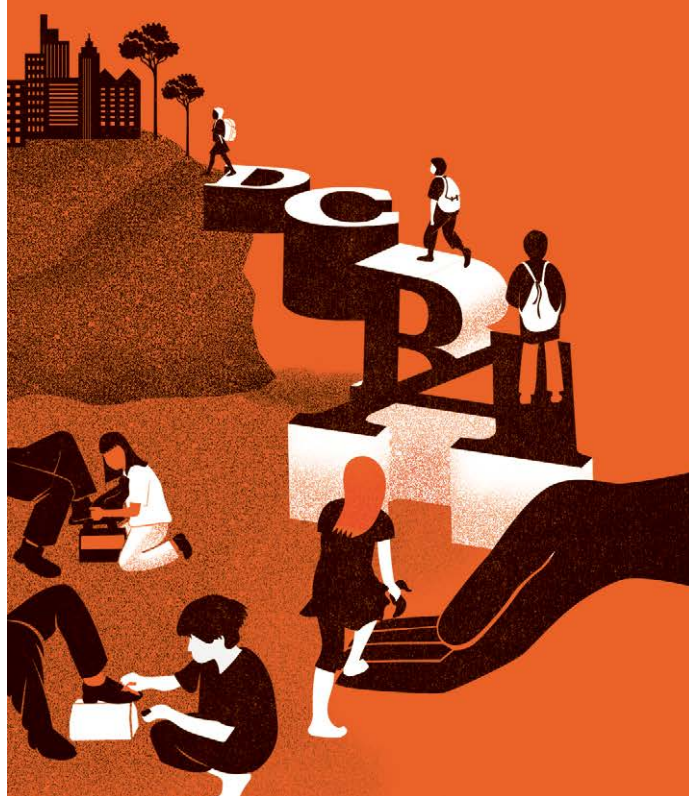
If the SDGs are to be fully implemented, it is essential to curb the growing inequality between rich and poor. We call for reinforced social justice between and within countries. Reorganising global economic relations to make them fair, as well as shaping our trade, foreign and economic policies so that they are internationally compatible, would contribute essentially to the global fight against poverty.

### What we do

Bread for the World helps partner organisations ensure that governments establish solidarity-based social security systems. Social security provision for the elderly and the sick plays a particularly important role in this respect.

Social justice is also a matter of gender equality. Bread for the World is, therefore, committed to ensuring that, when it comes to social justice, women and girls are at the centre of attention.

Development policy that does not include people in need is doomed to failure. It is not us – the donors – who should be making the decisions. With this in mind, Bread for the World supports its partners in the Global South to set their own goals and implement their own programmes.





## Achieving the right to food throughout the world



### What we know

Why are hundreds of millions of people still starving on our planet, a planet that provides enough food for everyone? Why do so many people still lack the bare essentials in a world in which prosperity is growing year by year? The commitment to change unfair conditions such as these is at the very heart of the work of Bread for the World.

Family-run agriculture still supplies the lion's share (around 70 per cent) of the world's food. Importantly, this form of farming causes a much smaller ecological footprint than industrial agriculture. However, arable land and pastures are becoming scarcer, which is endangering the food security of local populations. This is caused by soil erosion, extensive plantations and the plantation economy, food production destined for export, the growing market power of foreign supermarket chains and the exploitation of mineral resources.

### What we want

The people who harvest food from the fields, forests, rivers and seas are at the heart of our work – they are the ones who are keeping the land arable for future generations. Helping them to do so contributes towards food sovereignty.

Together with our partners, we work to ensure that family-run farms and shepherds, including those from indigenous peoples, have enough healthy food throughout the year. However, for this to happen they need to retain control of their land and seed stock instead of becoming dependent on seed producers and loans.

More and more people are moving from the countryside to the city. One of the key issues for this century, therefore, is securing sustainable nutrition for all urban residents as well.

**“The new, sustainable methods of cultivation have enabled us to revolutionise rice cultivation in Cambodia.”**

*Dr Yang Saing Koma,  
president of CEDAC*

### What we do

At international level, Bread for the World is committed to ensuring that the human right to food does not solely exist on paper. Agricultural and fisheries policies in countries in the Global South must be designed to boost small-scale farms and fishing, as doing so counteracts hunger and malnutrition.

It is also important to ensure that regional agricultural products are no longer displaced from the world market by cheap subsidised imports, or that food prices are fuelled by speculation. Bread for the World supports fair trade agreements with developing countries and is opposed to agricultural subsidies that disadvantage developing economies.





## Disaster preparedness and resilience

# Ensuring a humane and dignified life during crises



**“We respond to human suffering irrespective of race, gender, belief, nationality, ethnicity or political persuasion.”**

*ACT Alliance - Action by Churches Together,  
Statement of Commitment, Founding Document*

### What we know

In the face of droughts, floods, disintegrating statehood, political systems with conflicting political poles, violence and conflict, a lack of basic protection of life and human dignity, displacement, expulsion and migration, epidemics and the unjust distribution of resources, our world appears to be increasingly fragile.

The challenges caused by poverty, disease and marginalisation, and the fact that large parts of the world's population view their present and future as under threat, are compounded by a range of risk-laden and profound global trends. Familiar ways of life, existing structures and the environment are being turned upside down.

### What we want

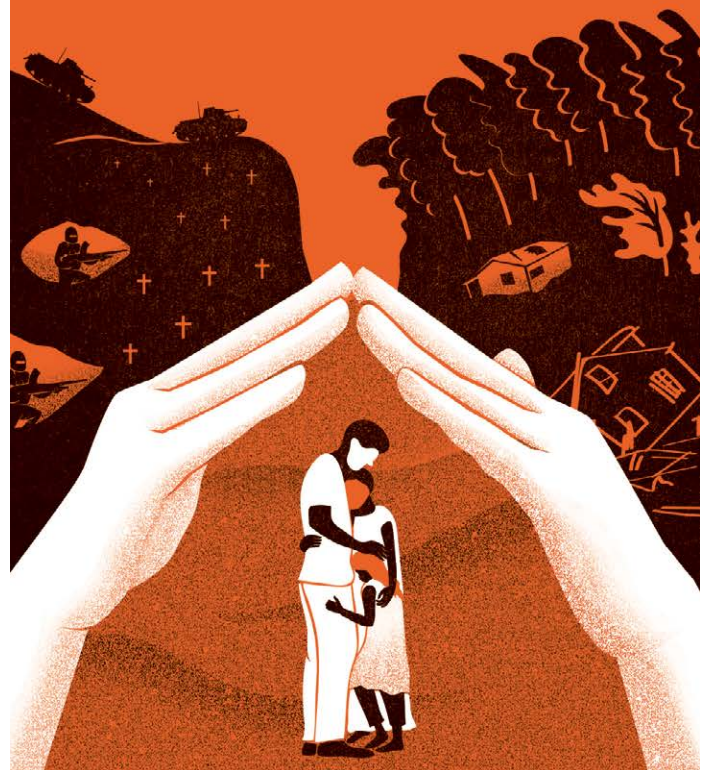
We want to help people, households and communities to find answers to these challenges and identify perspectives for their future. At local level, resilience and self-efficacy are key to the work undertaken by Diakonie Katastrophenhilfe and Bread for the World. How can the population in areas affected by instability, disasters and climate change protect themselves? How can these people participate and better prepare for, adapt to, and identify the causes of disasters and tackle the root of the problem? How can we ensure that this is done in a peaceful and dignified manner with broad participation that avoids the short-sighted destruction of the basis of all life? The success of humanitarian aid and development cooperation will be measured by how well solutions to these problems are implemented.

**Diakonie**   
**Katastrophenhilfe**

### What we do

For 60 years, Diakonie Katastrophenhilfe has been providing help for people in need. The agency's own structures, as well as those of partner organisations and the international church-based relief organisation “ACT Alliance” provide fast emergency relief and reconstruction aid. The work not only meets the needs of those affected but also international standards and codes of practice in humanitarian aid.

Together with our partners, we empower individuals and communities facing manmade crises or disasters caused by the forces of nature. We are committed to the principles of humanity, impartiality, independence and neutrality in the provision of humanitarian aid.





# Strategic goals

Our identity and the obligations that we have committed ourselves to as a church-based organisation are based on four overall objectives. These provide a framework for our strategy as well as the agency's impact on society. Each overall objective has been assigned nine goals that emerged from a consultation process with our partner organisations. These aims describe the intended impact of our work.

A single organisation can rarely have a great impact. Therefore, together with our partners, we seek to establish efficient structures and to ensure that the impact of our programmes is not only measurable but also transparent.

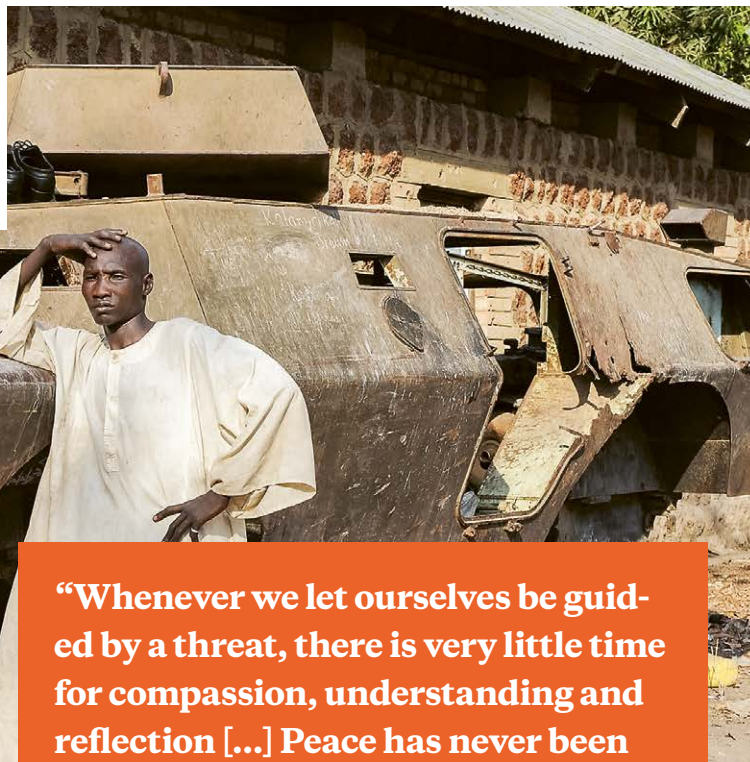
Overall objective I • Strengthen the poor • Promote peace • Protect Creation	Overall objective II • Assist victims of disasters • Strengthen community resilience	Overall objective III • Anchoring in the Church • Demonstrate reliability and competence	Overall objective IV • Value partnerships and focus on global civil societal life
Goal: 1 Bring about a socio-ecological transformation			
Goal: 2 Enable people to live in dignity during acute crises			
Goal: 3 Increase our impact			
Goal: 4 Strengthen peace competences			
Goal: 5 Strengthen and protect civil society - Enforce human rights - Respect religious freedom			Goal: 5 Strengthen and protect civil society - Enforce human rights - Respect religious freedom
	Goal: 6 Provide a future to people affected by displacement, migration and expulsion		
Goal: 8 Promote awareness of and commitment to development policy		Goal: 7 Strengthen our guiding values	Goal: 8 Promote awareness of and commitment to development policy
		Goal: 9 Develop effective and tailor-made forms of cooperation	

## The impact of our work

Our work is focused on supporting projects in the Global South. We work closely with local, often church-based, partner organisations. We strengthen our impact by focusing on lobbying activities, public relations and awareness raising in Germany and Europe as a whole. We attempt to influence political decisions and legislation in a manner that reflects the interests of the poor and raises awareness of the need for a sustainable economy and a sustainable way of life.

Effectiveness is a very important aspect of our work, and we constantly review and improve our processes in order to find ways to better achieve our goals.

## Strengthening peace competences



**“Whenever we let ourselves be guided by a threat, there is very little time for compassion, understanding and reflection [...] Peace has never been brought about through weapons.”**

*Renke Brahms, spokesperson of the Evangelical Church in Germany (EKD) on peace issues*

### What we know

Despite a decline during the 1990s, the number of violent conflicts has increased over the past two decades. Most are internal state conflicts with diverse political and economic causes. Ethnopolitical or religious differences, however, are often used to fuel their dynamics. Moreover, new violent actors (paramilitary groups, militias and extremist movements) have become established, and they do not feel bound by the rules of war or international law. The victims are the civilian population. Many of Bread for the World's partners work in fragile regions where they face particular challenges in developing non-violent strategies for conflict management, peace-building and reconciliation.

### What we do

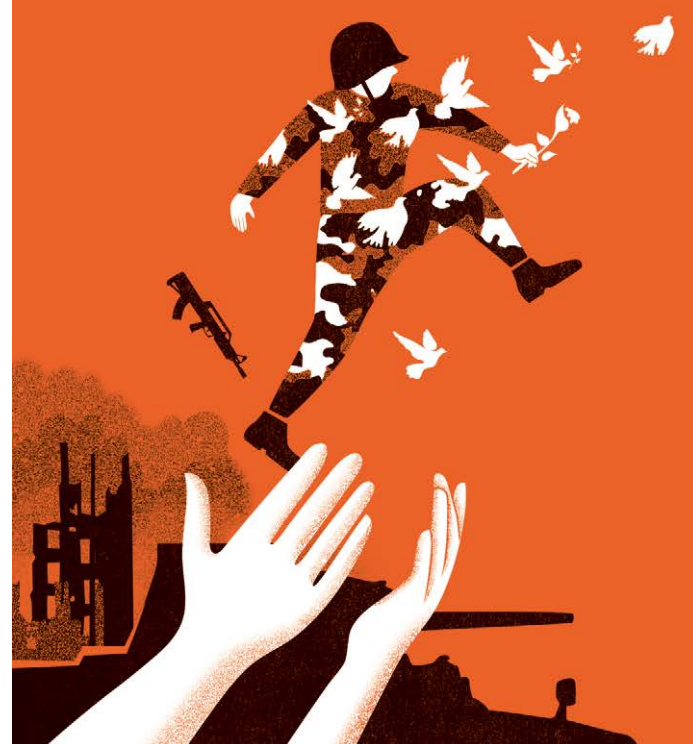
The promotion of peace work, constructive conflict management and peace policy advocacy – also within Germany – form an integral part of our understanding of development policy. Our partner organisations seek to prevent violent conflicts; they care for people in need and provide support to peace processes in war-torn societies.

Through the Civil Peace Service, a programme that strives to prevent violence and promotes peace in crisis regions, we are committed to a world in which conflicts are resolved without recourse to violence. Our projects are also aimed at countering the instrumentalisation of religion. In each instance, we also focus on gender equality, particularly with the aim of strengthening the participation of women in peace processes.

### What we want

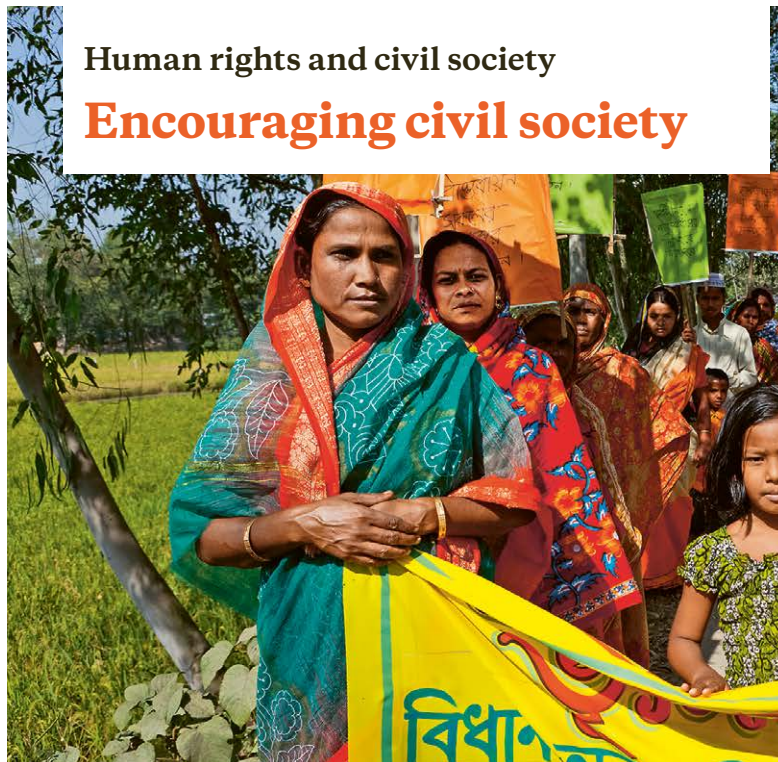
The international community must take decisive action to counteract the causes of violent conflicts and strengthen the prospect of peace. Furthermore, it must stop the export of arms to conflict regions and, in particular, to countries in which human rights are currently being violated. We advocate giving a stronger voice to people in crisis regions who are promoting peaceful conflict resolution and reconciliation.

The European Union was established as a project of peace; its credibility, therefore, must not be damaged. As Christians, we reject the remilitarisation of EU foreign policy and, instead, call for the development of civilian competences in conflict prevention and peacebuilding. Sustainable peace can only be achieved through social justice, participation, democracy and the protection of human rights. All actions must be based on an appropriate approach towards peace policy.





## Encouraging civil society



**“All human beings are born free and equal in dignity and rights.”**

*Universal Declaration  
of Human Rights*

### What we know

Whether it is the destruction of the rainforests, child labour, exploitation in Asian textile factories or discrimination, it is the courage and commitment of civil society movements that has placed these topics on the international agenda.

This commitment is recognised and protected internationally. The Nobel Prize for Peace and the Right Livelihood Award, in particular, raise public awareness about these issues, including the risks faced by many of the people involved.

Bread for the World is concerned about the pressure that civil society has to endure throughout the world. People who are prepared to stand up for their rights are increasingly facing threats. However, it is not just in autocratic political systems that intimidation occurs. Increasingly, fundamental rights are also being restricted in many formally democratic countries. These developments curtail the ability of many societies to recognise urgent problems fast enough and to develop an adequate response. It is essential that the world community does not turn a blind eye to this situation.

### What we want

Good governance, a vibrant civil society, environmental protection and the protection of human rights are essential if equitable and sustainable development is to benefit all parts of society.

As it is key to socially and environmentally sustainable development, Bread for the World seeks to empower civil society throughout the world. This is the only way of ensuring that poor and disadvantaged people will be heard and that development will benefit them, not just the privileged. As soon as the critics fall silent, civil participation is punished and restrictions are placed on freedom of expression and assembly, political and social development are hindered.

### What we do

Together with our partners, we document human rights violations and restrictions imposed on civil society.

We support our partners so that they can use the instruments provided by the United Nations to denounce human rights violations. We also protect human rights defenders by providing security training, protective escorts and legal advice.

We advocate a political environment that contributes to the global implementation of human rights and fosters a civil society that is free and capable of taking action. This also involves German companies ensuring that human rights are respected in their business activities abroad.





## Promoting integration throughout the world



**“Jesus said: ‘For I was hungry and you gave me food [...] I was a stranger and you welcomed me’”**

*Matthew 25:35*

### What we know

Migration is an important aspect of human development and it relies on a political framework that protects people. However, poverty, structural inequalities, violence, the consequences of climate change, war and civil war are increasingly forcing people to leave their homes.

In many cases, displacement and poverty-related migration are caused by a lack of alternatives, disintegrating statehood and repeated human rights violations.

### What we want

Bread for the World does not intend to prevent migration, because mobility should be recognised as a normal part of life. However, people should not have to leave their homes because of a lack of alternatives. As such, Bread for the World and its partner organisations are committed to two goals: ensuring that people are able to stay in their regions of origin; and helping to improve the protection and legal status of migrants in transit and destination countries.

We are also critical of the European approach to tackling the causes of forced displacement and warn against its political instrumentalisation. We are opposed to placing conditions on development aid that aim to ensure that countries of origin and transit countries limit and contain flows of migrants heading to the European Union.

### What we do

Development cooperation must lead to a positive interplay between migration and development:

- Bread for the World works with its partners for a sustainable and economic integration of refugees in host countries.
- Migrants who send money back to their countries of origin play an important role in development. Bread for the World is committed to promoting good governance in the countries of origin so that these funds can be used sensibly.
- Bread for the World is committed to ensuring that people have equal opportunities and that human rights are enforced. This helps to counteract the factors that force people to leave their homes.
- Training partnerships offer professionals and academics the opportunity to improve the options they have to return to their country of origin.





## Supporting religion-sensitive cooperation



**“We must support those who promote peace and tolerance in their religions.”**

*Gerd Müller, Federal Minister for Economic Cooperation and Development*

### What we know

Religion is becoming an increasingly important issue in development and humanitarian aid. The view, which was widely held in the 1980s and 1990s, that religiosity decreases with increasing levels of modernisation has not been confirmed in many countries throughout the world.

Religious communities continue to make significant contributions to social and cultural cohesion and are important actors in development, peace and ecological sustainability in many regions. At the same time, religions are increasingly being misused as ideological justifications for violent conflict. However, the specific contribution that religion can provide in the peaceful, socially equitable and ecologically sustainable development of the world community and for coping with shocks and traumas is strongly recognised by international bodies and many governments.

### What we want

The values of religious freedom, tolerance, and a community based on equality and participation are essential to peaceful, human rights-based development. The contribution of religions and faith-based organisations to humanitarian aid, the fight against poverty, and their role during peace and reconciliation processes needs to be put forward. As part of the worldwide ecumenical movement, Bread for the World and Diakonie Katastrophenhilfe are involved in interfaith cooperation and resolutely oppose religious intolerance. As a Christian agency, we are committed to strengthening the religious and ethical dimension of development cooperation in our societies as a cornerstone of a renewed awareness of the value of international justice and solidarity.

### What we do

Bread for the World is part of the worldwide Christian community and is sustained by the Protestant regional and free churches in Germany. For almost 60 years, Bread for the World has been a professional and religion-sensitive institution advocating value- and human rights-based development cooperation. As a church-based agency, our understanding of religion aims to sensitively reflect the local, social and cultural context of religious traditions. Religion should not be idealised, ignored or generalised; instead, in line with the tradition of the Reformation, we appeal to the liberating and humanising nature of religious traditions.

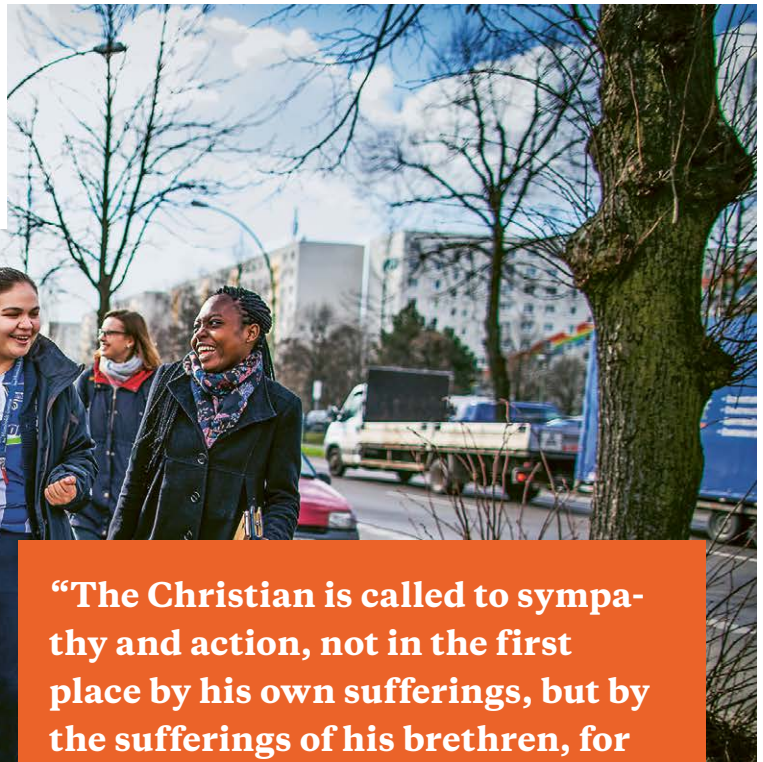
We work with churches and church-based relief organisations around the world and exercise our responsibility in ecumenical networks to strengthen the resources and competences of national and regional church bodies that carry particular social responsibilities. This enables us to provide effective support to people suffering from violence and injustice and to help them to help themselves and improve their own situation.





## Education and commitment

# Promoting awareness of development policy



**“The Christian is called to sympathy and action, not in the first place by his own sufferings, but by the sufferings of his brethren, for whose sake Christ suffered.”**

*Dietrich Bonhoeffer,  
humanist and theologian*

### What we know

Many stakeholders gear their development policy towards a global, socio-ecological transformation – an approach that was revitalised by the 2030 Agenda for Sustainable Development. Both Bread for the World and Diakonie Katastrophenhilfe not only enjoy good reputations and a high level of public trust but also follow that same approach. Moreover, they are perceived by churches and parishes in Germany as “their” agencies and have great expertise in this field. Both are networked with other actors and provide important catalysts for political action and education at various levels.

Members of staff, action groups, parishes and volunteers throughout Germany are dedicated to bringing about a change of thinking and reform within their respective settings, thus helping to raise awareness of global justice.

### What we want

We support the commitment of communities and the general public, and motivate them to act responsibly. In doing so, we strengthen awareness about how our way of life and economy are intertwined with the living conditions of people in the Global South. Moreover, we aim to ensure that Bread for the World is a major stakeholder for worldwide solidarity in church-based development education.

It is particularly important for us to involve young people and young adults in solving global challenges and promoting their ideas and actions “so that their thoughtfulness, boldness, courage and diversity are recognised, and they are able to influence public opinion and the prevailing mood in the country. This enables them to participate in and have an impact on political processes” (Domestic Programmes Report 2015).

### What we do

- Every year, Bread for the World sends young people to countries in the Global South and welcomes volunteers to Germany. They gain valuable experience by assisting in projects run by our partner organisations as well as in Germany and participate in shaping a fairer world.
- Bread for the World adjusts its focus and its proposals for action to the needs of different generations and target groups. We are increasing our degree of networking on social media.
- We promote development education and, thus, strengthen civic involvement in Germany.





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