

Operating Strategy

Why this strategy?

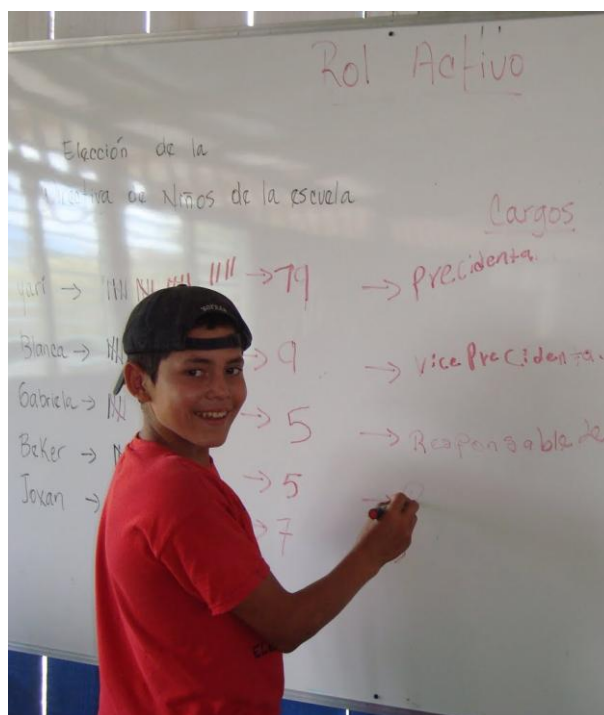
This strategy has been developed as part of efforts to enhance the professionalism of ASED's activities. It will serve as a benchmark against which all new projects will be developed. It will also be crucial to the creation of successful partnerships. It is an indispensable tool for fundraising as well as for harmonizing all ASED-related communication. This is a living document; as such it will be regularly updated.

In light of the particular context prevailing in each individual country, it will be useful for defining precisely the best framework for intervention. Above all, this tool offers a framework for optimizing the effectiveness of ASED's interventions and thus for improving its results so as to better achieve its ultimate goal: the autonomous and harmonious development of beneficiary communities.



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Visiting card

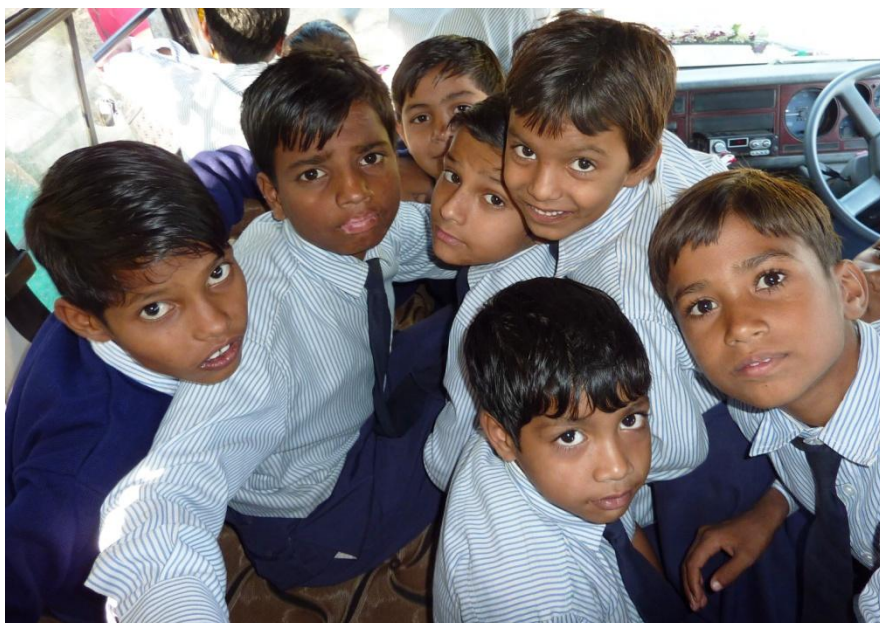
- Granted public utility status in 1990
- ZEWO certification since 2003
- Member of the Geneva Federation for Cooperation
- Experience in carrying out mandates on behalf of the SDC
- Supported by some 3,000 members and donors

ASED Guiding principles

- Secular and apolitical engagement
- Sustainable professional development assistance
- Partnerships that respect local culture
- Combat discrimination
- Combat corruption, notably through rigorous monitoring of projects
- Transparency

ASED Value Added

- Expertise in management of development projects with a focus on education and childhood
- Dedicated commitment to the cause of children throughout the world
- Network of resource persons and donors in Switzerland and abroad
- ZEWO-certified quality and effectiveness
- Mechanism for systematic oversight and monitoring and evaluation



History

Action for the Support of Deprived Children – ASED, is a Swiss cooperation and development organization with public utility status. It was founded in Geneva in 1988 by Jean-Luc and Maryam Nicollier.

At the time, Jean-Luc Nicollier was a journalist with Swiss Television who travelled and reported from around the world. He was tremendously moved by the plight of a large number of people in situations of distress. He therefore decided to act by coming to the assistance of the most vulnerable: children. Along with his wife, Maryam, he created ASED; thanks to the support of a network of donors, they have been able to implement many activities to help children around the world.

For 20 years, the primary focus of ASED has been on facilitating access to education and, more specifically, the construction and renovation of school facilities, provision of teacher training, nutrition and support for children with disabilities.

At the end of the 2000s, Patrick Nicollier, the son of Jean-Luc and Maryam took over the presidency of the association and began to implement a more integrated approach, through a focus on more sustainable activities.



Mission and Values

ASED's goal is to help underprivileged children and young people to help themselves by facilitating access to basic education and good quality professional training, tailored to their environment.

Never losing sight of its original purpose, ASED's objectives are to facilitate children's access to basic education, improve their "well-being" in school (hygiene, health, food nutrition), build or rehabilitate educational facilities, and implement pedagogical and social training for teachers and parents.

To ensure that these activities contribute to the local development of the beneficiaries, ASED also provides support to young people who are just finishing school by imparting to them the knowledge necessary to enable them to take charge of their own future and sustainably exploit their resources: by offering professional training adapted to the local environment, raising awareness of the potential limits of their resources, and by providing networking opportunities with a range of local development actors.

Operational Context

The globalized economy has created profound inequalities between different regions. These inequalities, combined with growing population pressure in the poorest regions and climate change impacts are driving a large section of humanity towards poverty, social deprivation and hunger. Generation after generation, entire populations suffer this situation and watch as their meagre resources deteriorate.

In an era in which air travel, information technology and international exchange are commonplace, such suffering alongside our flourishing economies is unacceptable. This is where ASED comes in.

Children who grow up in a healthy environment, who receive balanced nourishment, and who are taught to sustainably exploit their natural environment and their resources while understanding their limitations, will grow into adults capable of making the choices necessary to enable them to feed their communities, develop social services, and conceive and build the infrastructure required for their economic development. ASED helps them to achieve these goals.

By working with the most vulnerable populations and with the support of individuals and others who are committed to promoting change, ASED develops and implements activities intended to provide children with the means and autonomy necessary to make these choices and ultimately, by encouraging independent development, achieve the well-being of peoples.

Country-based activities

ASED has no geographical preferences. It is free to intervene wherever there is a need and the situation permits it, in accordance with ASED's mission and principles. The choice of countries is based on opportunities for networking between ASED and its partners. Currently the organization is working in Albania, Armenia, India, Madagascar, Mozambique and Nicaragua.

Programmes will continue in those countries where ASED already has a presence and where it is able to implement activities in line with its strategy. In order to rationalize costs and improve the effectiveness of its activities, the organization will limit the number of countries in which it intervenes.



How does ASED work?

ASED has offices in Geneva from where it works with beneficiary communities and local partners to develop projects intended to bring about lasting change in line with its goals.

ASED also has operational antennae in Armenia, India and Madagascar. ASED only executes projects requested and developed by local communities. The projects are then submitted to donors to raise the necessary resources for their implementation. Private donations supplement these resources. ASED monitors and regularly evaluates the implementation of projects and, where necessary, provides technical support to partners and keeps the donors fully informed of the progress of activities.

Framework for ASED intervention

A) Facilitate access by children to good basic education tailored to their social, natural, economic and cultural environment

This is ASED's original area of activity. It includes four different types of activity:

1. Improve access to good quality education and training

- Implement activities against certain forms of discrimination (gender, disability, caste, ethnic)
- Facilitate administrative procedures to ensure children are integrated in public services
- Adapt infrastructure and services to individual needs
- Facilitate school transport
- Organize campaigns to raise awareness of the importance of schooling

2. Improve well-being in school: hygiene, health nutrition

In order to reap the full benefits of education a child needs good health, a favourable environment, and a full stomach.

- Provide information and raise awareness of the importance of hygiene to promote public health
- Public health activities as needed
- Child nutrition in schools
- School and community gardens

3. Create or rehabilitate social and educational facilities

- Construction and rehabilitation of classrooms and other educational facilities
- Improvements (insulation, heating, safety)

These activities are all undertaken in the spirit of ensuring long-term sustainability. ASED delegates management and follow-up activities to a competent local body.

4. Organize pedagogical and social training courses

As part of efforts to improve the quality of training programmes and in collaboration with national services in the different countries, ASED organizes:

- Training of specialized educators in the field of disability
- Training of specialized pre-school educators
- Professional technical training



Framework for ASED intervention

B) Provide young people with the knowledge necessary to sustainably exploit local resources

Faced with the ubiquity of poverty that lies at the heart of situations of deprivation, and in the face of increasing food problems, ASED believes that it is crucial to break the vicious cycle of poverty by providing young people with the means to engage in professional activities based on the sustainable use of local resources. ASED conducts three types of activities:

1. Professional training adapted to the local environment

Most of our activities are implemented in rural areas where agriculture plays an important role. Adapted training is therefore crucial:

- Agriculture, animal husbandry, forestry, agro-ecology
- Manufacture of local produce
- Crafts
- Management of small businesses

2. Raise awareness of the potential and limits of natural resources

It is crucial that young local development actors have an accurate picture of the potential of their local resources. Activities in this area include:

- Raising ecological awareness – dependence of the economy on ecosystem services – sustainable development
- Resource mapping workshops
- Diagnostic training in systems of production

3. Linking training programmes with local development actors

In order to give young people just starting out the greatest chances of success, it is important that they have access to a network of collaborators able to provide support and

services to help them overcome the difficulties they may encounter. To assist young people in the creation of such a network, ASED offers the following activities:

- Networking between professional training and production sectors (including associated services)
- Networking between professional training and development assistance programmes
- Networking between training, research, advisory and information services.

