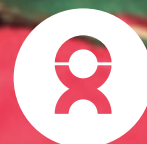


THE FUTURE IS EQUAL

OXFAM IN PERU

Strategic Framework
2022-2027



OXFAM



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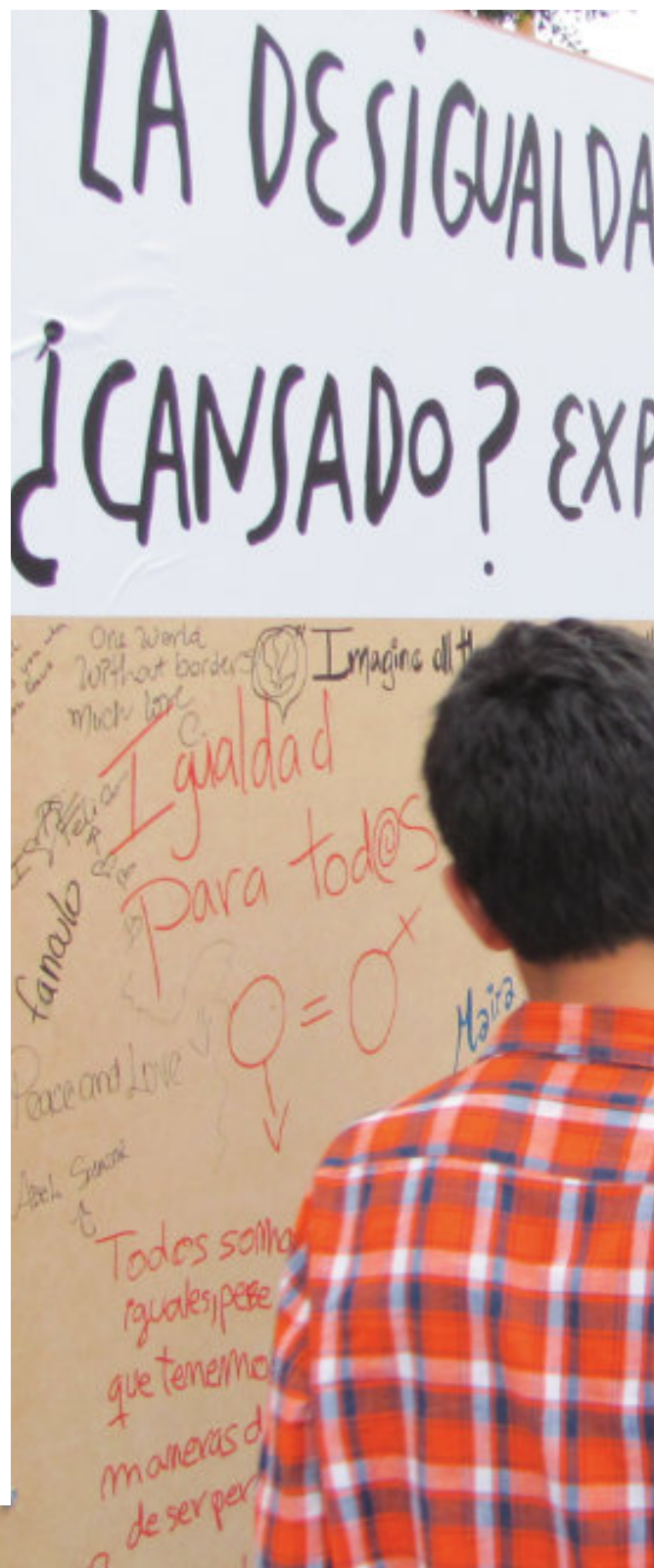
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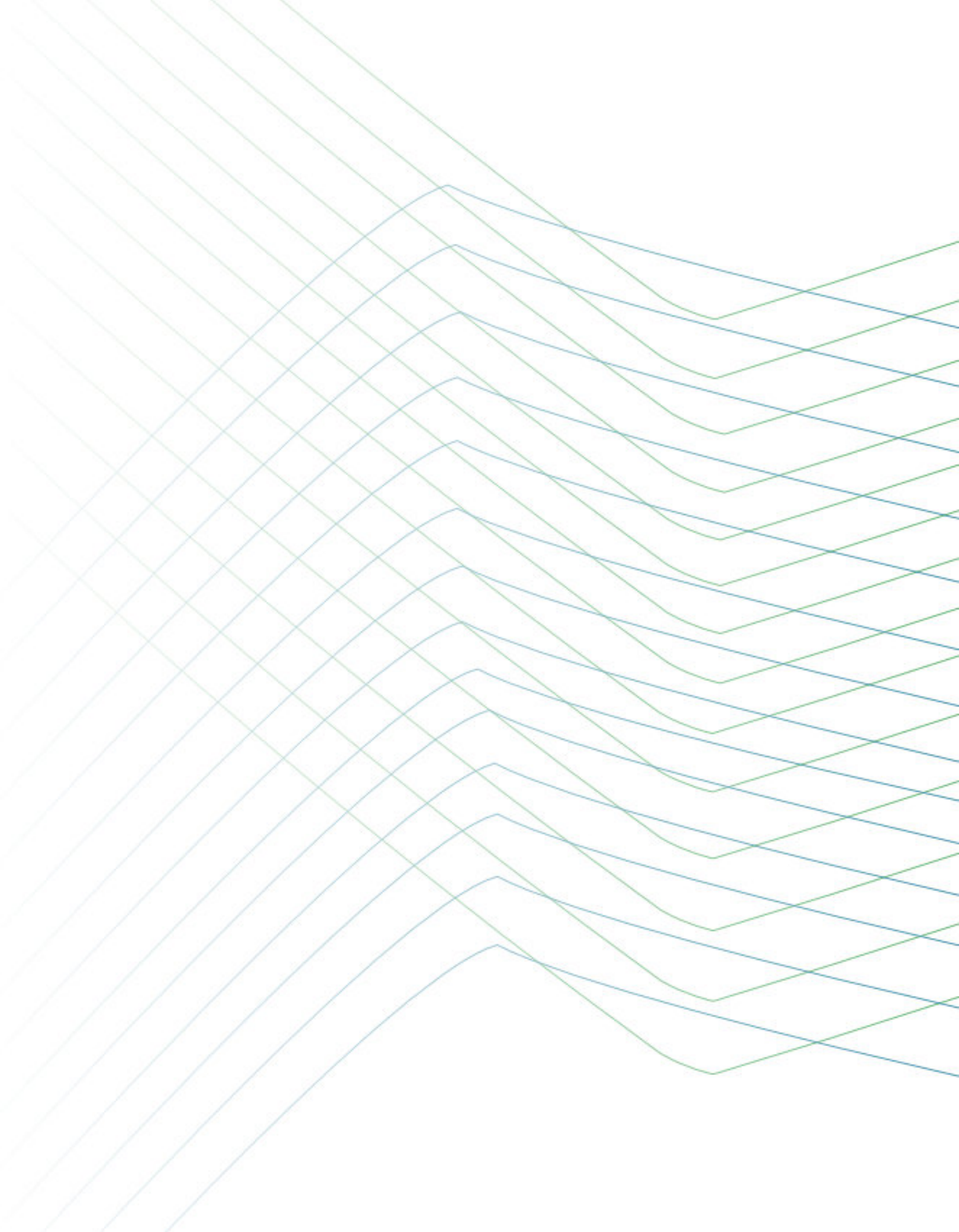
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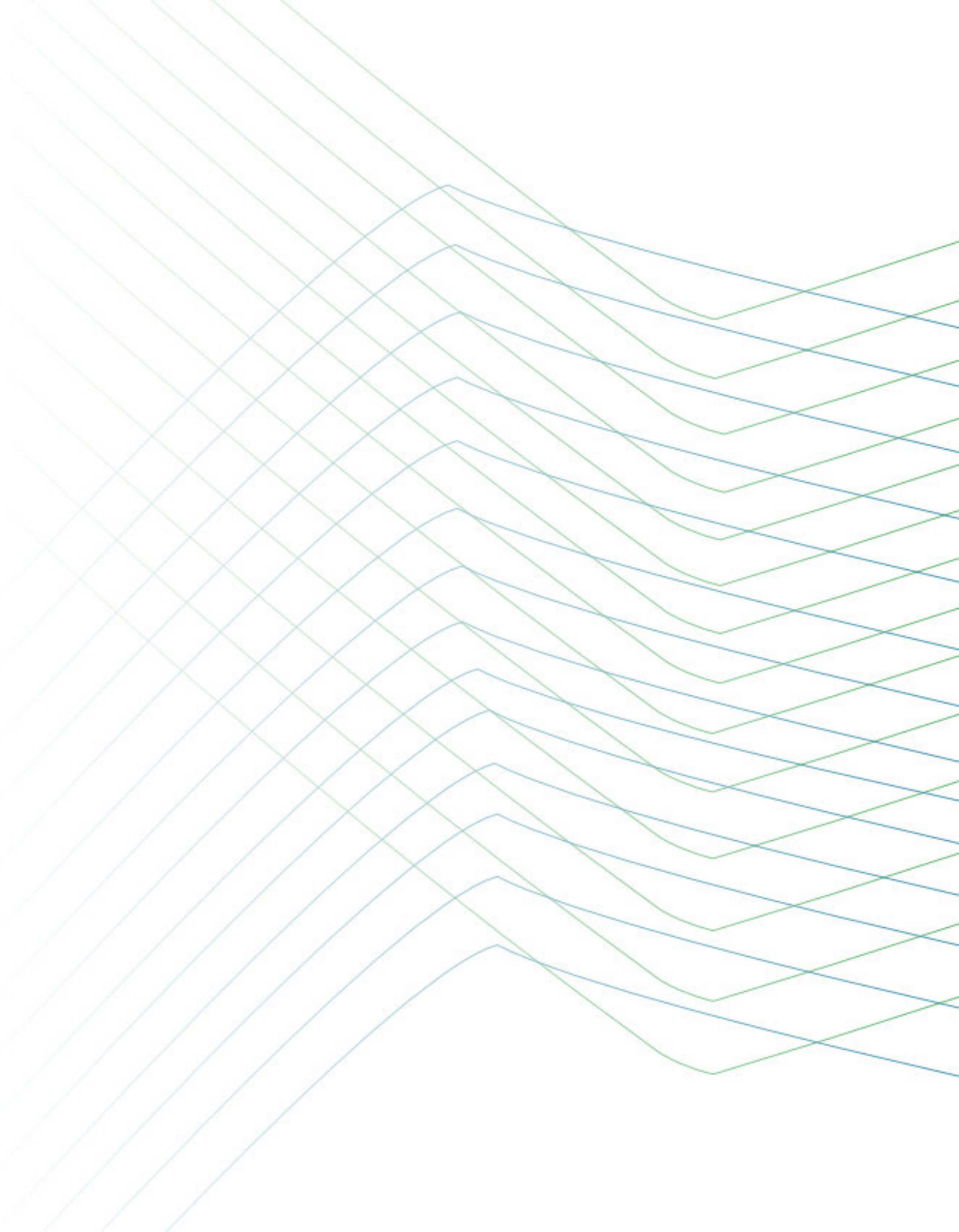


About Oxfam in Peru

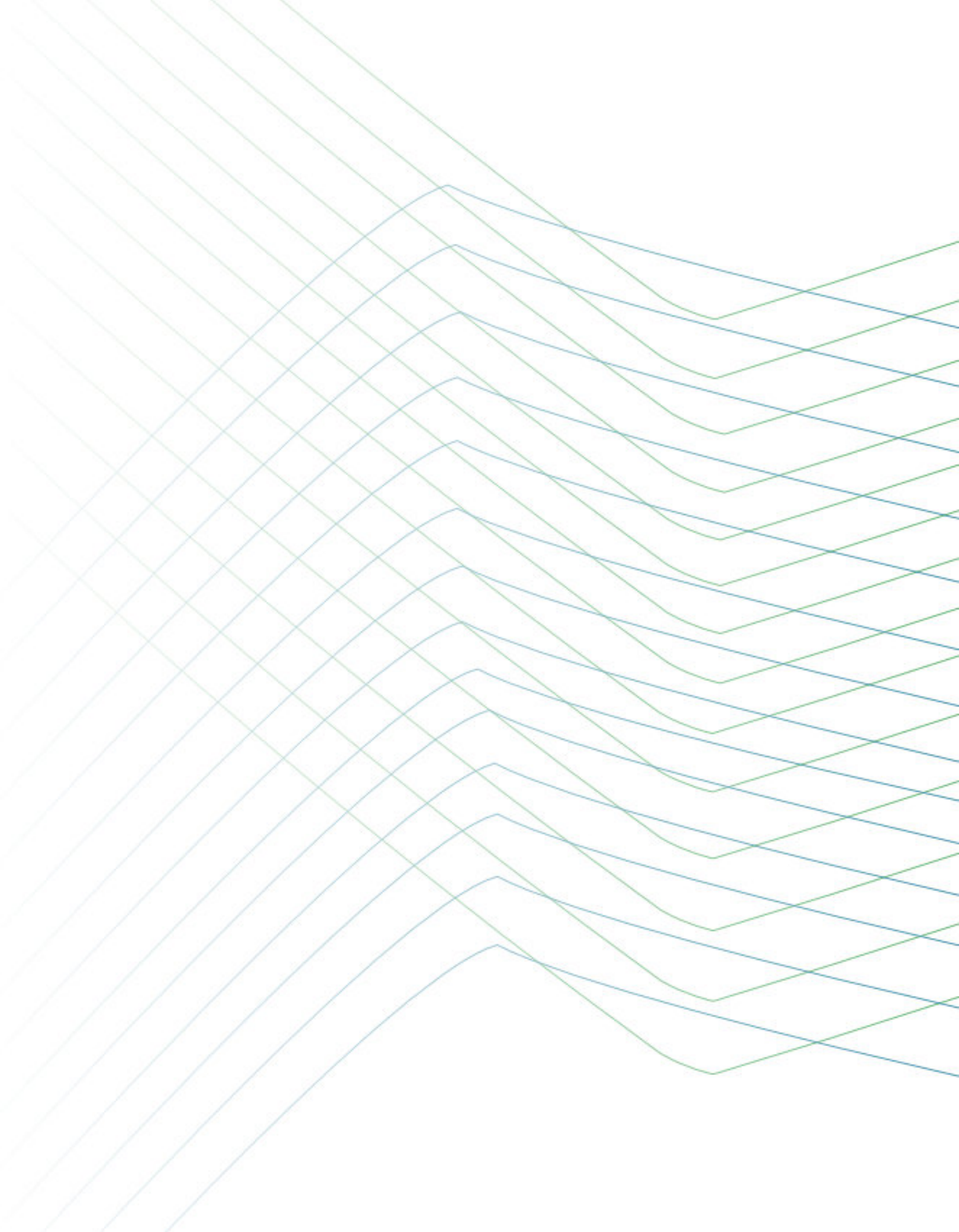
Oxfam is a global movement of people who work together to combat inequality and, thus, end with poverty and injustice. **We work with thousands of partner and allied organizations in close to 70 countries** providing support to communities in order that they may improve their lives, fomenting resilience and protecting lives and livelihoods in times of crisis. Our work is based on our commitment to the universality of human rights and we apply a feminist perspective in all our analyses, actions and interactions.

We work for a just and sustainable world. A world in which people and planet are at the center of just economies. A world in which women and girls live free from gender-based violence and discrimination. **Where the climate crisis is contained**, and inclusive and accountable governance systems allow for those in power to be held to account.

In Peru, we are organized as an **INFLUENCING OFFICE** to contribute to a more egalitarian country and to the strengthening of democracy.



Our vision is one of a Peru with greater equality and a strengthened democracy, where women, youngsters, Indigenous peoples and rural communities fully exercise their human, social, economic, cultural and political rights.



Our values

- ◉ Equality

We believe everyone has the right to be treated fairly and to have the same rights and opportunities.

- ◉ Empowerment

We acknowledge and seek to expand people's agency over their lives and the decisions that impact them.

- ◉ Solidarity

We join hands, support, and collaborate across boundaries in working towards a just and sustainable world.

- ◉ Inclusiveness

We embrace diversity and difference and value the perspectives and contributions of all people and communities in their fight against poverty and injustice.

- ◉ Accountability

We take responsibility for our action and inaction and hold ourselves accountable to the people we work with and for.

- ◉ Courage

We speak truth to power and act with conviction on the justice of our causes.

The background features a series of thin, intersecting diagonal lines in shades of green and blue. On the left side, there are large, overlapping geometric shapes in blue, green, and purple. The text is arranged in a list format on the right side of the page.

◉ We are a rights-based organization

Our work is grounded in our commitment to the universality of human rights. We uphold and advocate for the implementation of international human rights instruments.

◉ We are feminist

We recognize that there is no economic, social, and environmental justice without gender justice. Feminist principles guide all our action and interaction.

◉ We fight inequality

We take sides against poverty and injustice everywhere, working with people, communities, partners and allies for just and sustainable solutions.

- ◉ We are both local and global organization

We are a global network of locally rooted, interdependent civil society organizations. We build solidarity and connect people across borders and regions.

- ◉ We are driven by diversity

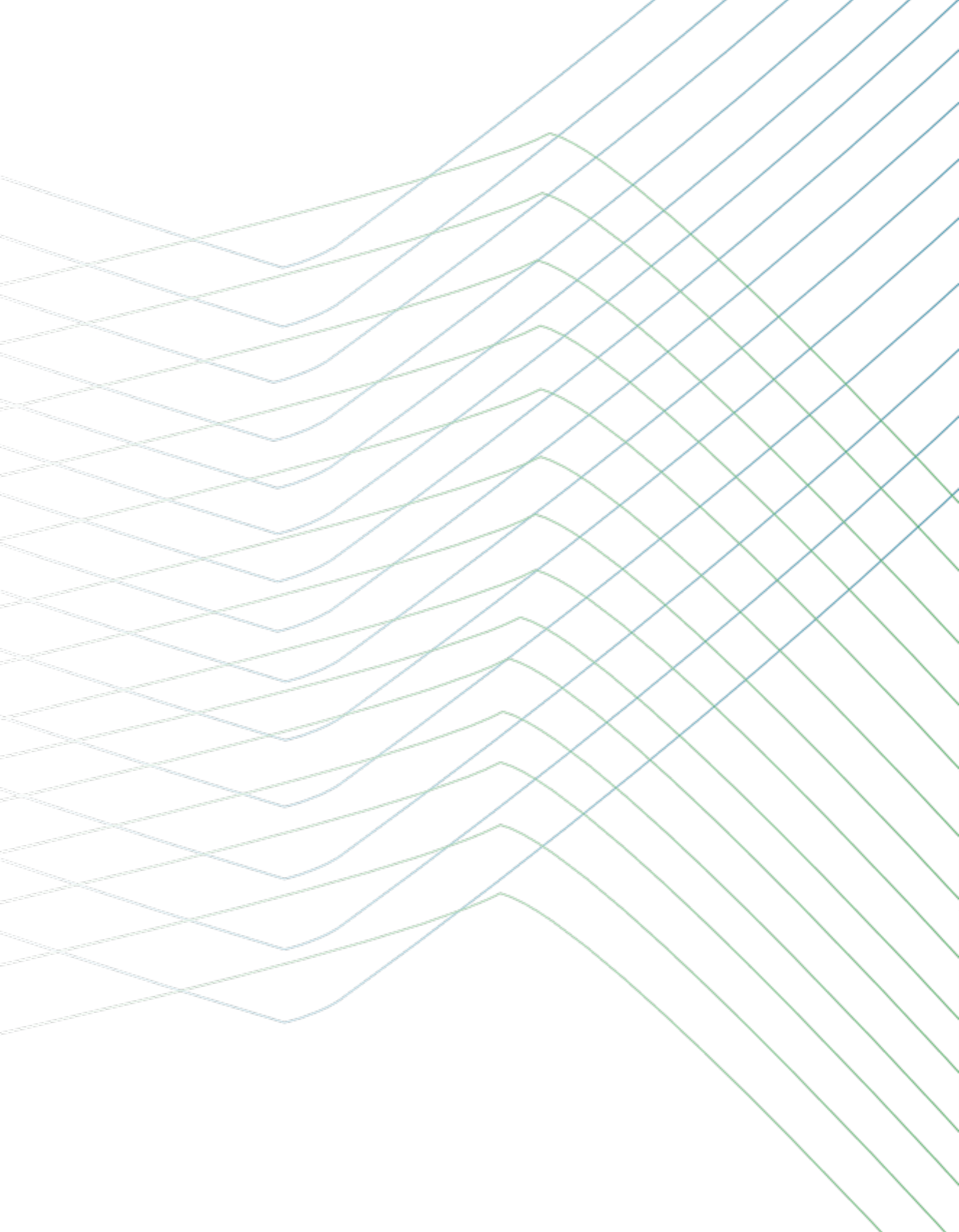
Within Oxfam and in our work with others, we are inspired by people of different socio-cultural backgrounds, genders, ages, and abilities.

- ◉ We are a knowledge organization

We consistently seek to generate new insights that can drive solutions to complex problems. Our advocacy and campaigning asks are grounded in evidence and experience.







The background of the slide is a solid green color. On the left side, there is an abstract geometric design consisting of several overlapping shapes: a large yellow triangle pointing downwards, a smaller purple triangle to its left, a dark green triangle below the yellow one, and a light blue triangle at the bottom left corner.

OXFAM IN PERU

Influencing Office

VISION, WORK AIMS AND LONG TERM CHANGES

O

ur long-term vision is that of a Peru with greater equality and a strengthened democracy, where women, youngsters, indigenous peoples and rural communities may fully exercise their human, social, economic, cultural and political rights.

In order to make this vision a reality, we work together with our partners, allied organizations and networks in order to generate transformations along **three great aims**:



ENVIRONMENTAL
AND CLIMATE
JUSTICE



ECONOMIC
AND SOCIAL
JUSTICE



ACTIVE
CITIZENSHIP AND
DEMOCRATIC
SPACE



Thus, in the medium and long term, we expect to contribute to:

Power venues and relations relevant to inequalities being transformed with the significant participation of women, youngsters, indigenous peoples and rural communities, and from other civil society organizations.

Peruvian State and national and foreign private sector implementing inclusive and redistributive economic, social and environmental policies in favor of the social, fiscal, economic and environmental justice of women, youngsters, indigenous peoples and rural communities, where gender justice is consolidated as a transversal component.

Women, youngsters, indigenous peoples and rural communities increase equitable access to opportunities and resources for their socio-economic development and environmental sustainability.

Our influencing strategies

Oxfam in Peru develops a set of influence strategies that contribute to achieving the objectives and expected results of the three intervention aims.



STRENGTHENING ACTIVISM

We foster processes for strengthening abilities, articulating and providing support to the active and collective citizenry of organizations, movements and networks that represent and work with women, youngsters, indigenous peoples and rural communities in order that they may dispute the power dynamics and relations, participate and have an influence in decision-making venues and processes. Moreover, we support actions that increase public awareness and mobilization that can back the proposals and actions of partner organizations and collectives.



STRATEGIC COMMUNICATION

Strategic communication has multiple objectives in the influence program, from increasing visibility on the analysis and change proposals, promoting the denouncement and dispute of the power dynamics and relations that generate and reproduce inequalities, fostering positive changes in social imaginaries, up to the generation of tools and contents with narratives and evidence in order to provide support to social organizations and have an influence on decision-makers.



CITIZENCHIP AND INFLUENCE FOR GENDER JUSTICE

We support, from an active citizenry perspective, collectives and organization of feminists, defenders and of other gender identities, from local to nationwide, in order to reinforce their visibility, voice and positioning, also accompanying processes of influence over strategic matters for the economic and social redistribution, in order to reduce the gender gaps.



GENERATING EVIDENCE

The research, diagnoses and technical experience of Oxfam, partner and allied organizations, combine to generate data, information and analysis that back the dispute vis-à-vis the power dynamics and relations, building change agendas and proposals aimed at informal and formal systems.



DEVELOPING AND STRENGTHENING ALLIANCES

In order to create surroundings more favorable to change, we seek to expand the critical mass and transform asymmetrical power relations, for which we develop and strengthen articulations and alliances among and with the partner and allied organizations and other strategic actors from local to global.



BUILDING AGENDAS

We foster linkage actions among partner organizations and other actors in order that they may articulate their analysis and interests in common agendas that are transferred onto decision venues and makers.



TERRITORIAL - NATIONAL - REGIONAL - GLOBAL ARTICULATION

We facilitate the linkage between the structural causes of inequality and the effects that reflect in power dynamics at different levels. Hence, we foster actions that connect the actors, decision-making processes and venues between global and local.



SCALING OF RESULTS

We support the articulations and alliances with explicit influence efforts in order that the changes in policies, practices, imaginaries and social norms may be at a systemic level and succeed in benefiting at a significant scale (national, sub-regional, regional and/or global) and sustainably the women, youngsters, indigenous peoples and rural communities beyond the direct scope of the projects.

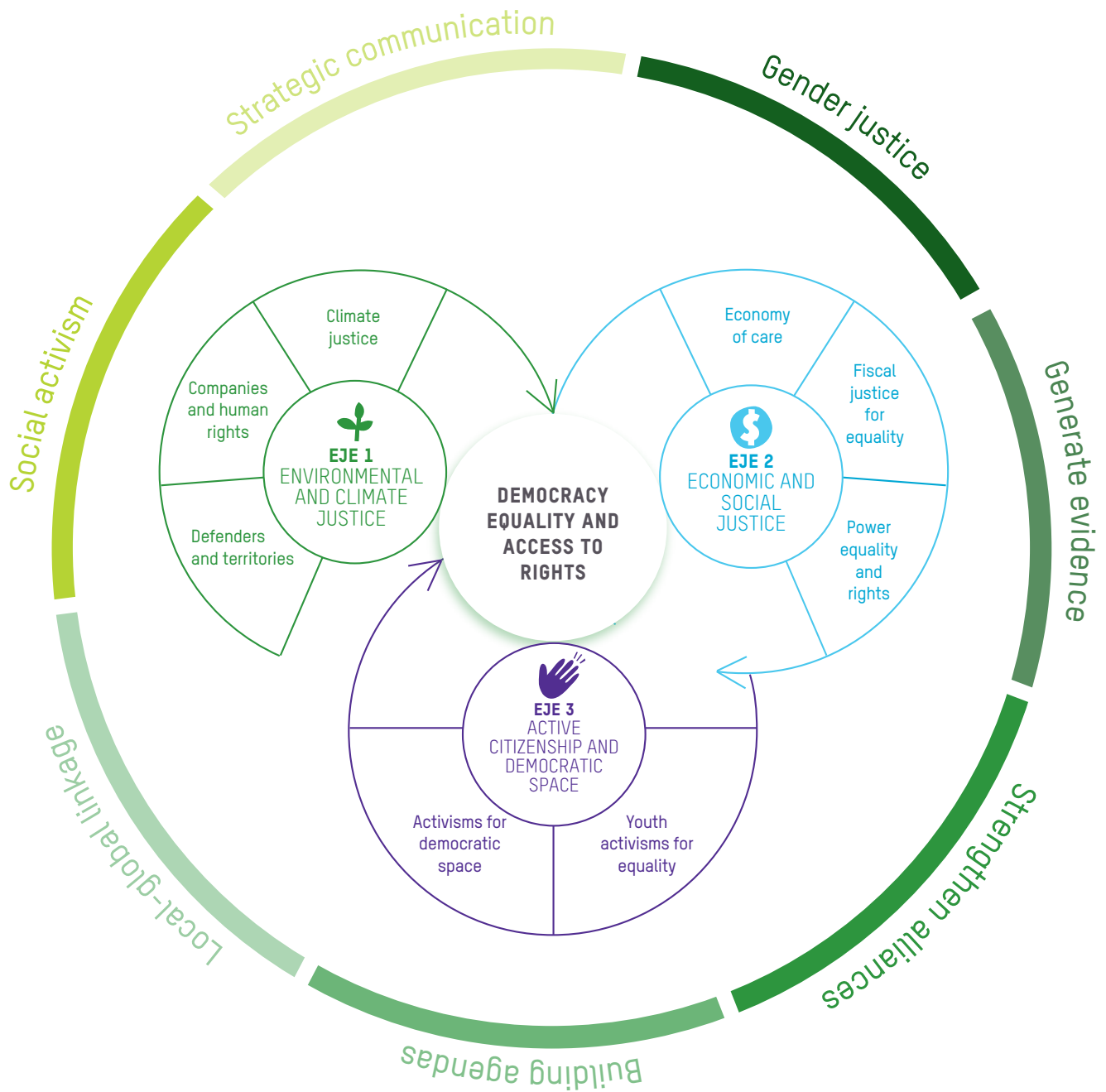


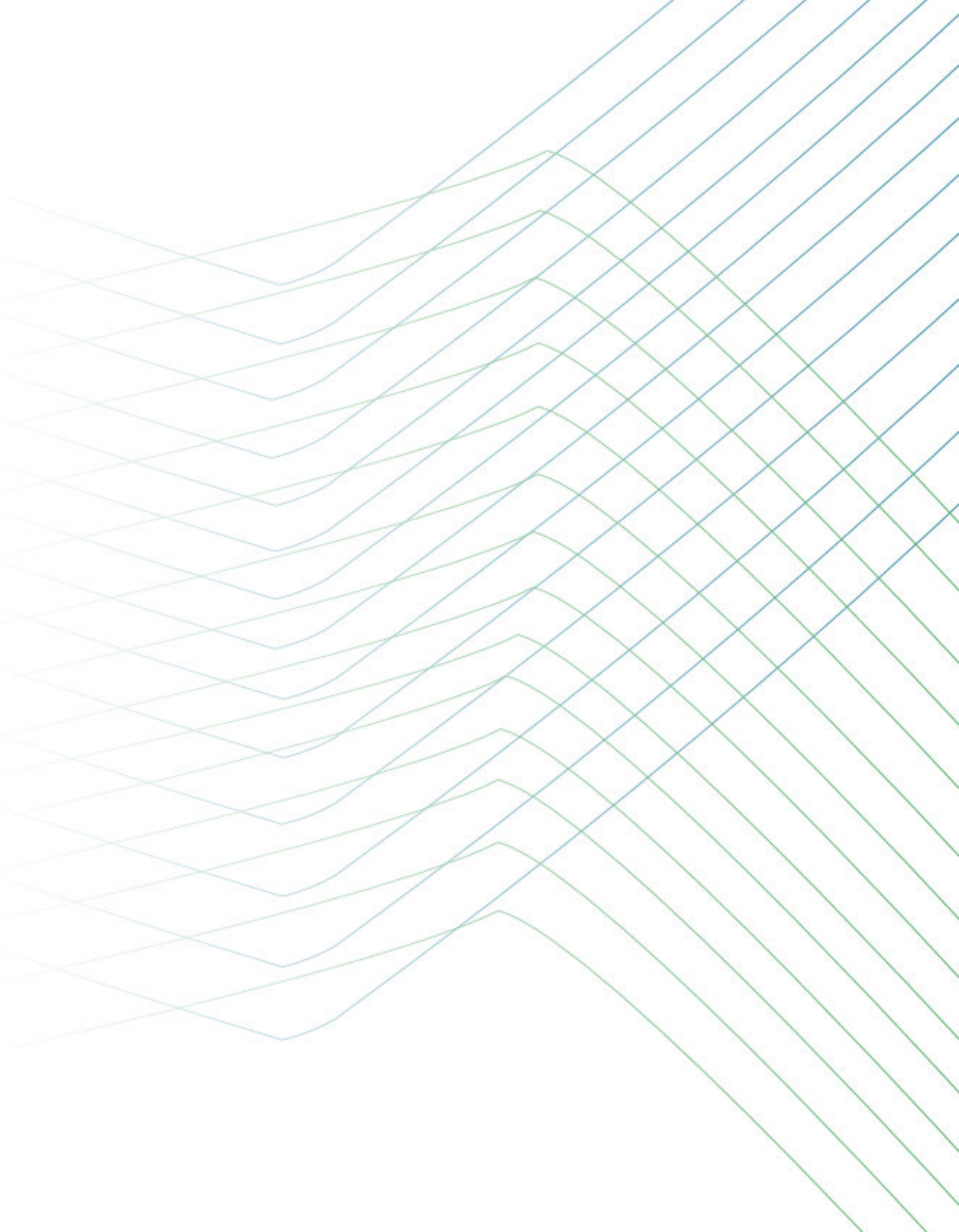
KNOWLEDGE MANAGEMENT

We develop collective reflection and learning strategies with partners and allies in order to improve the effectiveness of the influence strategies, to understand and innovate in the key themes addressed by the program, regarding social and political change in the country and to contribute to the exchange of knowledge regarding influence in the confederation.

Gráfica 1

Integral vision of Oxfam in Peru's
Influencing Program





The image features a large green rectangular background. In the bottom-left corner, there is an abstract geometric composition of overlapping shapes: a yellow triangle, a purple triangle, a dark green triangle, and a light blue triangle. The text "IMPLEMENTATION AIMS" is written in white, uppercase, sans-serif font, positioned to the right of these shapes.

IMPLEMENTATION AIMS







ENVIRONMENTAL AND **CLIMATE** JUSTICE

W

e systematically amplify territorial strategies for the protection and defense of the territory, as well as for the just and sustainable access and control to the land and the natural resources by women, youngsters, indigenous peoples and rural communities, as measures for the reduction of inequalities and the fight against the climate crisis.



Nuestros esfuerzos se concentran alrededor de:



Climate justice:

We accompany women, youngsters, indigenous peoples and rural communities in the dispute of power dynamics and relations, as well as in the influence over the relevant public institutions for

the participative construction, promotion and adoption of technical and political measures –local and nationwide– for the mitigation and adaptation to climate change, a just energy transition and the reduction of the vulnerability of natural and human systems.





Companies and human rights:

We contribute to allowing that rural communities, indigenous peoples, women and youngsters articulate at different levels, denounce the violations of human rights and have an influence over the relevant actors in order to advance in the implementation of policies, practices and standards that enable the proactive management of the risks –actual and potential– and adverse impacts of extractive industries over human rights, collective rights to self-determination, to the land and territory and to natural resources, and over environmental sustainability.



Defenders and territories:

We contribute to allowing indigenous peoples, rural communities, women and youngsters to have the abilities to denounce and dispute unequal power relations in favor of the defense of their rights and to have an influence over the relevant public institutions, in order that they foster and effectively

WE PRIORITIZE STRATEGIES FOR THE PROTECTION AND DEFENSE OF THE TERRITORY, AS WELL AS THE JUST AND SUSTAINABLE ACCESS TO THE LAND AND ITS RESOURCES.

implement integral nationwide and local policies and mechanisms with cultural pertinence and gender approach, thus guaranteeing the protection, self-protection, social recognition and support of defenders of the land, the territory and the environment, particularly in the Amazon region. We seek to ensure respect for human rights and the exercise of activism free from violence and violations of rights.



Tabla 1

Estrategias de influencia

ACTIVE
CITIZENSHIP

We conduct training activities to strengthen knowledge on rights, on legal frameworks and norms, on enforcement tools and advocacy abilities.

We facilitate processes of articulation and the creation of agendas among organizations and collectives of women, rural and indigenous communities and the alliances with other strategic actors (youngsters, middle classes, social movements, allies) from local to global.

ACCESS AND
POWER IN
SPACES

We strengthen abilities for analyzing, denouncing and disputing power relations and forms in the climate and natural resource management that has an influence on the generation, reproduction and deepening of inequalities.

We support the participation, access and leadership of the organizations and collectives of women, rural and indigenous communities to strategic spaces of decision-making from local to global.

We gear resources for the visibilization and positioning of denouncements and proposals to influence and transform the legal and political framework and the public and private institutions.

STRATEGIC COMMUNICATION



We generate evidence, contents and narratives for the positioning of analysis and proposals in decision-making processes.

We facilitate strategic dissemination and communication tools in order to have an influence on social attitudes and imaginaries pertaining to human and collective rights in the context of climate change and environmental sustainability, the responsibilities of the State and companies, and the defense of the land, the territory and the environment.

CAPTURE AND ACCOUNTABILITY



We implement analyses and research in order to generate evidence and denounce the forms of abuse of power, capture and State inaction in climate change matters and environmental sustainability, the responsibilities of companies, of defending the land, the territory and the environment.

We develop actions of visibilization, denouncement and influence in order to promote and demand measures for reducing the abuse of power, the capture and improving accountability of the State and companies, at the level of the environment and natural resource management.







ECONOMIC AND **SOCIAL** JUSTICE

W

e reinforce the participation, influence and public opinion of the citizenry around public policy proposals and measures that can reduce economic and social inequalities, particularly those suffered by women, youngsters, indigenous peoples and rural communities in our country.



Our intervention puts an emphasis on:



Power, inequalities and rights:

We foster a citizenry with greater access to information and tools to build and promote narratives, favorable public opinion and actions that denounce and dispute power dynamics and relations – including abuse of power– corruption

and political capture, and its differentiated impacts, for reasons of gender and identity, in the reproduction of economic inequalities and the exclusion of rights.





Fiscal justice and economic and social inequalities:

We expand the base of social actors who have an influence on the socio-economic reactivation plans (post COVID) and in favor of a progressive fiscal system (fiscal policy, expense and investment), seeking political-institutional advances in favor of the reduction of economic and social inequalities among women, youngsters, indigenous peoples and rural communities.



Economy of care:

We strengthen the mobilization of collectives of women, support for mixed social organizations, generation of favorable public opinion and involvement of decision-makers to advance in the social valorization of the economy of care, as well as in the appropriation on the part of public institutions aimed at generating policies and investment for systems of care.

WE PRIORITIZE INTERVENTIONS THAT REINFORCE THE PARTICIPATION AND INFLUENCE OF THE CITIZENRY AROUND PUBLIC PROPOSALS AND POLICIES THAT CAN REDUCE ECONOMIC AND SOCIAL INEQUALITIES



Tabla 2

Estrategias de influencia

ACTIVE
CITIZENSHIP

We facilitate processes of articulation, strengthening of capacities, development of public proposals and leadership of social organizations for fiscal reform.

We implement training activities for social organizations and collectives, including those of women, youngsters, indigenous peoples and rural communities, to analyze and question the relationship between power and the fiscal systems and the differentiated impact on inequalities.

We facilitate processes of articulation and creation of agendas with other, of advocacy and positioning of narratives and proposals vis-à-vis socio-economic inequalities and the economy of care.

ACCESS AND
POWER IN
SPACES

We strengthen capacities to analyze, denounce and dispute the relation and forms of power relevant to economic redistribution, fiscal policies and the economy of care, that have an influence on the generation, reproduction and deepening of inequalities.

We support the participation, access and leadership of social organizations and collectives in venues for decision-making on economic equality, progressive fiscal policy and the economy of care for the positioning of redistributive narratives and proposals.

We gear resources for actions of influence from partner and allied organizations and other social actors in order to denounce and counter power abuse and political capture, advance in progressive fiscal systems and in the elimination of economic and social inequalities and those related to the economy of care.

STRATEGIC COMMUNICATION



We generate evidence, contents and narratives for the positioning of analyses and proposals for economic equality, progressive fiscal policy and the economy of care in decision-making processes.

We provide strategic communication tools to influence on the social attitudes and imaginaries regarding the normalization of the capture, the inequalities, progressive fiscal systems and public investment quality and for the recognition and valorization of the economy of care.

CAPTURE AND ACCOUNTABILITY



We generate evidence and denounce the forms of political capture and State inaction that have an influence on actors, decision processes and decision-making by public institutions regarding fiscal policy, expenses and investment, and which contribute to a greater concentration of power, undermining the effectiveness of said policies in the reduction of economic and social inequalities.







ACTIVE CITIZENSHIP AND DEMOCRATIC SPACE

W

e strengthen organized and non-organized active citizenry, with an emphasis on youngsters, in order to reinforce activism, connect debates, dispute narratives, generate opinion and proposals for the reduction of multidimensional inequalities, transformation of imaginaries regarding equal rights, and the preservation and strengthening of the democratic space.





Nuestro trabajo en este eje gira en torno a:



Youth activisms for equality:

Aportamos al incremento de las capacidades y el acceso a herramientas de los jóvenes -a nivel individual y colectivo- para el ejercicio de una ciudadanía activa (online y offline), así como a la conexión con otros actores y a la capacidad de influencia para posicionar en espacios ciudadanos (social y político) sus narrativas y agendas alrededor de la lucha contra las desigualdades multidimensionales.



Activisms for the democratic space:

Fortalecemos las capacidades de la ciudadanía organizada y no organizada para el diálogo social y acción colectiva (online y offline) con el fin de garantizar los derechos civiles y políticos y la defensa del espacio democrático como elementos habilitadores del activismo frente a las desigualdades y retroceso de la democracia.

**OUR INTERVENTIONS WITH
ACTIVE CITIZENSHIP –ORGANIZED
AND NON-ORGANIZED– PUTS
AN EMPHASIS ON YOUNGSTERS
FOR THE TRANSFORMATION
OF IMAGINARIES AND THE
DISPUTE OF NARRATIVES.**





Tabla 3

Estrategias de influencia

ACTIVE
CITIZENSHIP

We strengthen the leadership abilities and technical capacities of influence of youngsters' networks for building proposals from the technical accompaniment and inputs developed.

We support the influence actions by the youngsters and the development of public campaigns for the visibility, mobilization and positioning of their voices and proposals.

We strengthen the public actorship of journalists and opinion leaders (influencers and digital role models) in the denouncement of inequalities and the closure of the democratic space.

We foster venues/spaces of learning and exchange for intergenerational leadership.

We support processes for the social monitoring of the democratic space.

CONNECTIVITY
AND AGENDAS

We implement and expand youngsters' laboratories (nationwide and macroregional) as venues of connection and empowerment of the youngster active citizenry in the fight against inequalities and the defense of democracy.

We accompany processes and venues of multilevel articulation of youngsters and their connection with actors and decision-making processes.

We facilitate processes for connecting with networks of youngsters working on issues of economic, social, environmental and climate justice and the defense of the democratic space.

We provide the linkage among actors for reflection and provide accompaniment to alliances/coalitions interested in the protection of the democratic space.

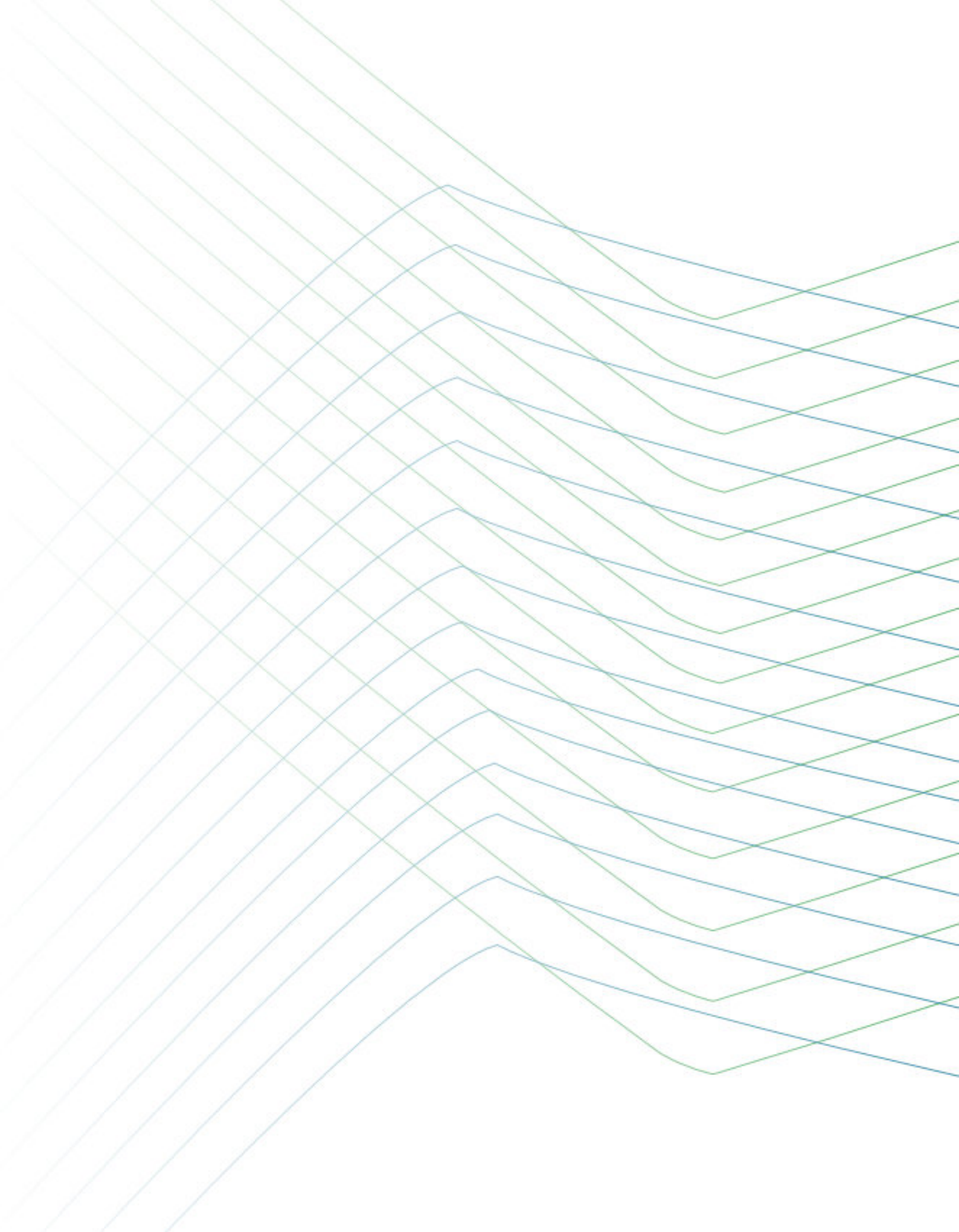
NARRATIVES



We generate contents and evidence (research and journalism) on key themes of economic, social, environmental and climate inequality, enabling venues for debate and action from youngsters.

We facilitate processes for building narratives affinitive to youngsters' agendas and the tools of strategic dissemination and communication.

We support the linkage and reflection from social movements, academia, journalism and political leaders in the characterization of the threats to the democratic space and generate agendas and initiatives.



Safeguarding policies and procedures at Oxfam

Oxfam is an organization that rejects any type of discrimination and fights for justice. We are committed to zero tolerance of sexual harassment, exploitation and abuse in our organization. This means that we will do everything in our power to prevent these from happening, and rigorously address it each and every time it happens. One of the fundamental pillars of our protection policy is Oxfam's Code of Conduct, which establishes the regulatory framework of the responsibilities and conducts of all of its employees, regardless of the place where they are.

To learn about our safeguarding policies and procedures, visit:

<https://peru.oxfam.org/politicas-y-medidas-de-proteccion-en-oxfam-safeguarding> , or scan the QR code:





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LABORATORIO NACIONAL 2022



Sistema de Salud en
Panderma

② Mensaje

IGUALDAD Y TRABAJO
DIGNO

- "Las empresas son las que generan riqueza"
- "La inversión extranjera es lo más importante"
- "Hay que cuidar a las empresas"
- "El pobre es pobre porque quiere"
- "El mito de la meritocracia"

Justicia de G

Con mis hijos no te metas

Religión y Salvación!!!

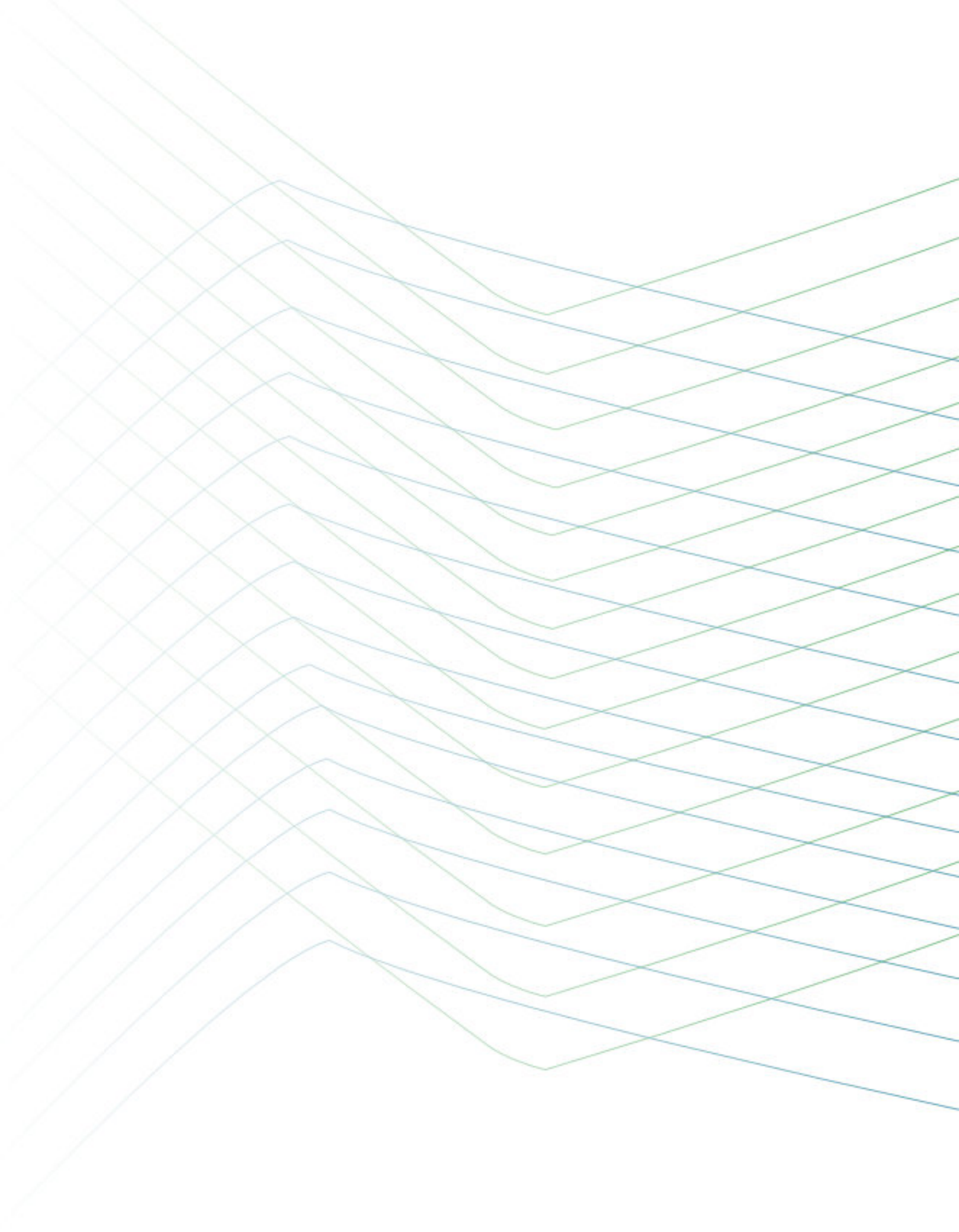
Perversión

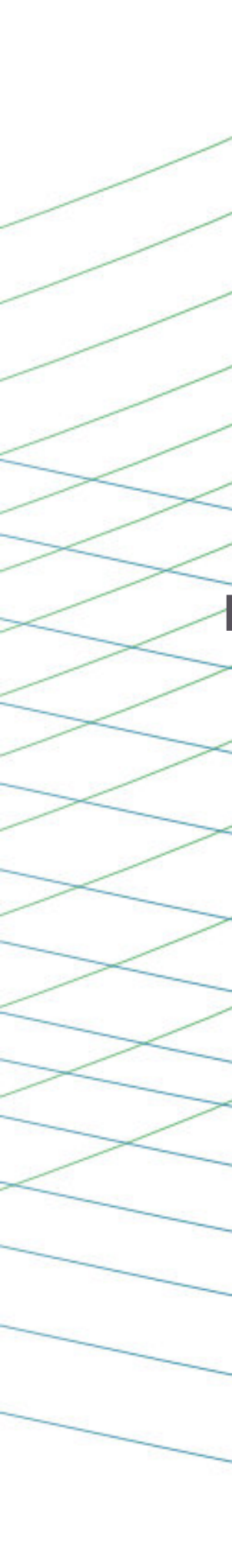
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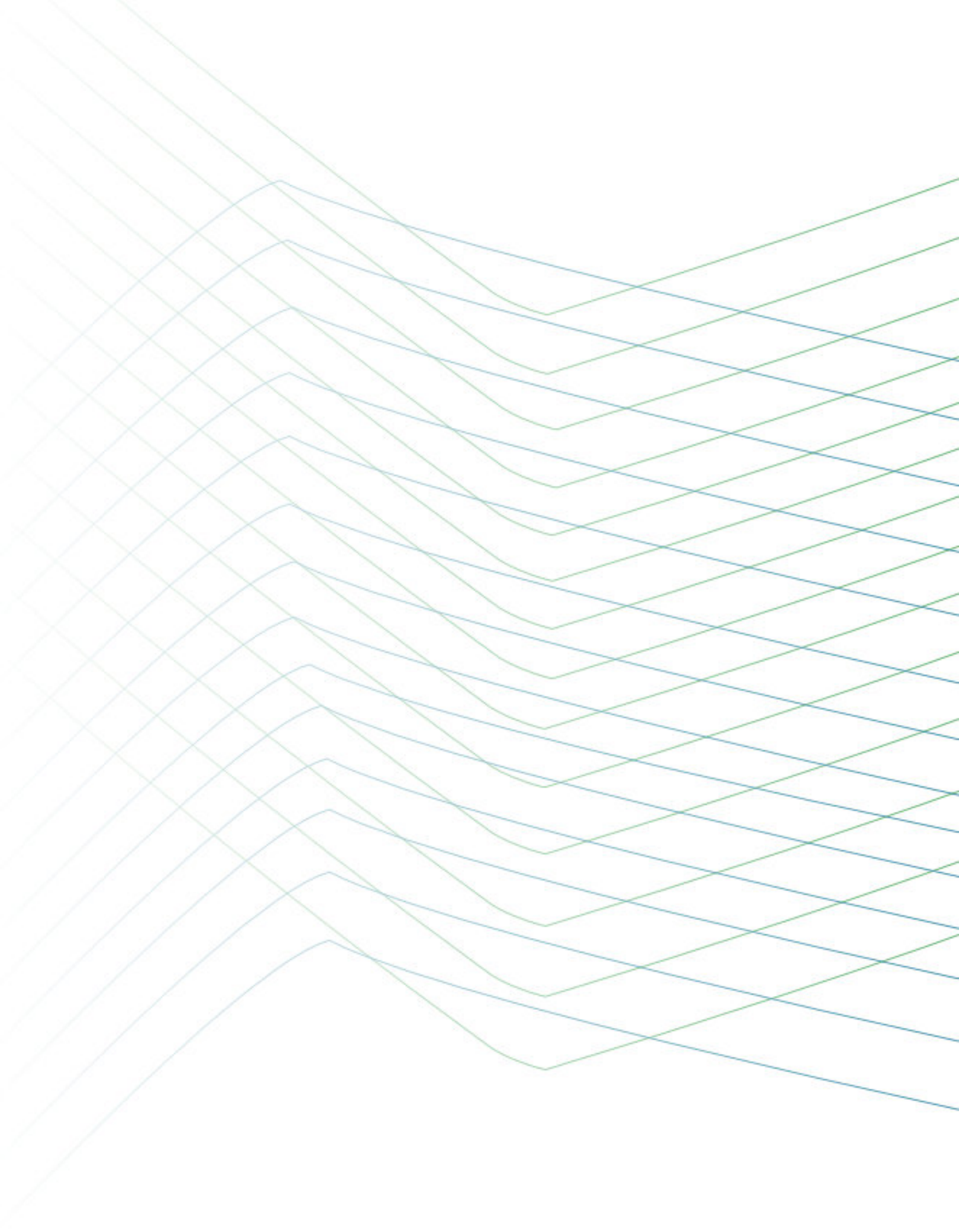
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Jerarquía de PODER





**THE
FUTURE
IS
EQUAL**



We believe in a Peru with greater equality and a strengthened democracy, where women, youngsters, indigenous peoples and rural communities fully exercise their human, social, economic, cultural and political rights.



OXFAM

The future is equal

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