

draft

APPROVED

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DEVELOPMENT STRATEGY of the World Peoples' Assembly for 2025-2030

1. GENERAL PROVISIONS

World Peoples' Assembly (WPA) — is an International Union of non-governmental organizations based on spiritual and moral principles, in the name of promoting peace and harmony, through the development of multilateral cooperation and public diplomacy.

Mission

Joining efforts of the international community to form a space of trust and unity between peoples, joint creation, strengthening of humanistic values for the sake of common future.

For the purposes of this Strategy the following basic concepts are used:

World Public Assembly is an international humanitarian forum that brings together representatives of civil society, culture, science, youth movements and public initiatives from different countries. The Assembly serves as a platform for dialog, consolidation of efforts and agenda setting based on the values of peace, trust and conscious unity.

Global solidarity - joint efforts in response to common challenges of humanity on the basis of equality, justice and mutual respect.

Civic engagement - a person's conscious participation in the life of society through volunteerism, educational, cultural or social activities. The main resource of the Assembly.

Humanistic Mission - activities focused on the priority of the human being, his/her dignity, rights and spiritual development. The main focus of the Assembly.

Humanitarian Agenda - a set of initiatives and actions aimed at promoting human dignity, peace, cultural dialog, sustainable development and spiritual interaction.

Dialogue of cultures - a form of interaction between cultures based on mutual respect, openness and striving for understanding. The opposite of unification is the recognition of diversity as a value.

Spiritual culture - a set of the highest achievements of human thought and creative activity aimed at harmonious development of man and society.

Spiritual harmony - a form of social interaction based on the careful perception of traditional spiritual, moral and cultural values of representatives of different faiths and ethnic groups.

Culture of Peace - a system of values and actions aimed at actively promoting peace through education, culture, inclusion, solidarity and participation.

Cultural diplomacy - the use of art, education and traditions as a tool for rapprochement and trust between peoples. Language of culture - the universal language of interaction.

Cultural diversity - recognizing and promoting differences in traditions, languages, beliefs and lifestyles as bases for sustainable development.

Intercivilizational Dialogue - a platform for interaction and joint search for solutions between representatives of different cultural and civilizational systems.

Public recognition - a form of public appreciation in which an individual or organization receives respect and gratitude from people and communities, not only from formal institutions of power. The basis of the approach to awarding the World Public Recognition Award.

Public diplomacy is a form of international relations in which citizens, non-governmental organizations, cultural, scientific and educational figures play an active role. It is a bottom-up diplomacy that promotes trust and mutual understanding between peoples.

Human values - fundamental values shared by all cultures: peace, justice, freedom, dignity, care and compassion.

Conscious unity - a value category denoting the desire for solidarity and cooperation based on ethical choices. Unity based on respect for differences, spiritual closeness and responsibility for a common future.

Service to humanity - an ethical approach and action for peace, development, justice, protection of cultural heritage and assistance to others. A fundamental principle of the Assembly and its laureates.

Solidarity of Peoples - a principle reflecting mutual support and responsibility between peoples. The basis for peaceful coexistence and joint response to the challenges of the time.

Civilizational dialogue - a format of communication between representatives of different cultures, traditions and religions, based on the recognition of diversity and the search for common values. It is an alternative to the conflict of civilizations.

Ethical leadership - leadership based on morality, openness, responsibility and service. Leadership that builds trust and inspires unity.

Current status

The Assembly of the Peoples of Eurasia and Africa (ANEA), as the predecessor form of the AMN, has proven to be an effective Eurasian network of people's diplomacy. Its key areas of activity are humanitarian cooperation, culture, education, youth initiatives, business diplomacy and information integration.

Main achievements of EAPA:

- more than 200 international events (forums, festivals, conferences) were held;
- implementation of projects and programs that united participants from more than 90 countries;
- formation of international expert and youth community;
- more than 250 cooperation agreements with business organizations, chambers of commerce and industry, higher educational institutions, foundations, scientific centers, various public organizations and associations from more than 40 countries were signed.
- interaction with more than 100 public and international organizations.

Against this context, a logical evolution was the expansion of the mandate and geography of the organization with its transformation into the World Peoples' Assembly (WPA).

2. GOAL, OBJECTIVES AND PRIORITY AREAS UNTIL 2030

Key values:

- Unity in diversity - respect for cultures, religions and traditions.
- Conscious partnership - voluntary cooperation on the basis of common values.
- Humanitarian modernization - development of interaction through culture, education and science.
- Openness - transparency of actions and joint development for the sake of the future.
- Responsibility - awareness of the consequences of one's actions and readiness to answer for them before society and future generations.

Strategic goal

To form a sustainable architecture of public diplomacy as an instrument of cultural, humanitarian and expert integration for harmonious peace and universal development.

Objectives:

- To expand international partnership between communities based on shared spiritual and moral values;
- To contribute to the achievement of the UN Sustainable Development Goals;
- To strengthen the involvement and role of youth in the international agenda;
- To increase media representation of the potential of the peoples of the world;
- To stimulate international cooperation in the field of public diplomacy.

Priority areas:

1. Humanitarian integration: support of international cultural and dialog initiatives, preservation of cultural codes and historical memory of peoples.
2. Media and digital diplomacy: strengthening Assembly Voices as an international multimedia center.
3. International youth leadership: youth programs, inclusive leadership and volunteering initiatives.
4. Education and knowledge: developing global digital campuses, academic networks and exchange platforms.
5. Partner Economy: supporting intercultural entrepreneurship and social innovation.

3. MECHANISMS FOR IMPLEMENTING THE STRATEGY

1. Strengthening institutional capacity

Enhancing the legitimacy and influence of the Assembly in the international arena. Achieving a broad presence in the countries of the world.

Obtaining consultative status with key international organizations ECOSOC, UN, and partnership with UNESCO, AU, EAEU, SCO

5+ memorandums/agreements with international organizations.

Expansion of the network of representative offices in 50+ countries of the world.

Expansion of the geography of the Assembly members to 100+ countries.

2. Cultural and humanitarian basis of the strategy

Increasing mutual understanding between peoples on the basis of respect for spiritual and moral values.

3. Improving the management model

Creation of international expert committees and specialized councils, digital coordination center.

4. Digital infrastructure

Launch of multi-lingual digital portal, mobile applications, collaborative design and e-learning platform, 1 million users, 80% of events with hybrid-format.

5. Partnerships and funding

Formation of an international network of partners. Collaborative projects.

Financial sustainability:

Provide budget for key initiatives.

Sustainable resource base. Grants, Crowdfunding - 80% of programs co-funded.

Mixed funding mechanism - international grants, partner investments, earmarked donations.

6. International Alliances

Cooperation with UN, UNESCO, Afro Union, SCO, LAS, EU, ASEAN, etc.

7. Youth Cooperation

Increased involvement of the younger generation.

International network of young active leaders 10,000 participants.

8. Efficiency assessment: SMART-indicator system, annual reports, external and public expertise.

4. GOALS BY 2030

By 2030, the Assembly will become:

- The leading international platform for public diplomacy - annual participation of international community representatives from 100+ countries.
- A bridge between cultures and generations - 80% of cultural and humanitarian events, 50% of program participants are under 35 years old.
- Digital Ambassador - an online audience of 5 million people.
- Conducting 500+ international events on all continents;
- Over 1 million participants in online/offline activities;
- Connecting 250+ partner organizations, including international institutions;
- Assembly Voices annual audience reach - at least 3 million people;
- Launching 10 international youth programs and cultural initiatives;
- Establishing 100+ country representative offices and public diplomacy centers.

5. BASELINE PROGRAMMES OF THE ASSEMBLY

1. World Public Assembly

Flagship project of the Assembly. An authoritative international communication platform for searching for the Meanings of the shared future, discussing the prospects of constructive interaction between representatives of the international community.

2000+ participants annually from 100+ countries.

International projects and final documents.

2. Implementation of programs between the World Assemblies:

- Public Diplomacy
- Uniting Power of Culture
- International Education and Partnership

- Sustainable Development
- There is Happiness
- Happy Family - Happy Country - Happy World
- Immortal Memory
- Generation of the Future
- Sport Unites Nations
- From Trust of People to Trust of Economies

6. IMPLEMENTATION STAGES (ROADMAP)

2025

- Renaming the organization to “World Peoples’ Assembly”.
- Optimization of the structure.
- Holding of the First World Public Assembly.
- Development of a unified brandbook and media strategy: visual style, unified positioning.
- Launch of a new version of the official website.
- Revitalization of the Youth Assembly.
- Opening of 20+ new Representative Offices of the Assembly.

2026

- Obtaining consultative status with the UN.
- Holding of the II World Public Assembly.
- Increasing the brand recognition of the Assembly by 50%.
- Launch of the Digital Platform of the Assembly. SMM-promotion.
- Holding of the First EURASIADA.
- Opening of 20+ new Representative Offices of the Assembly.

2027

- Receive consultative status with ECOSOC
- Host III World Public Assembly.
- Holding of II EURASIADA.
- Opening of 20+ new Representative Offices of the Assembly.
- Intercultural and intergenerational interaction - 80% of cultural and humanitarian events, 50% of program participants are youth under 35.

2028

- Obtaining official partnership with UNESCO, AU, EAEC, SCO
- Holding IV World Public Assembly.
- Holding of III EURASIADA.
- Opening of 20+ new Representative Offices of the Assembly.

2029

- Holding of the V World Public Assembly.
- Holding of IV EURASIADA.
- Opening of 20+ new Representative Offices of the Assembly.

2030

- Holding VI World Public Assembly.
- Holding of the V EURASIADA.
- Opening of 20+ new Representative Offices of the Assembly.
- Establishing the image of the Assembly as a key actor of international public diplomacy.

7. ASSESSMENT OF INDICATORS**1. Dashboard indicators**

- Geography: Number of countries represented by members and participants in Assembly events 100+
- Projects: Number of events in different countries 500+
- Resources: Funds raised 10 million +
- Media coverage: Media mentions 1,000 per year +

2. Monitoring tools:

- Annual public report.
- Digital platform with real-time analytics.
- Participant surveys (NPS-satisfaction index).