

# Purpose, Values & Vision

## Purpose

To advance practice, research, and investment in cultivating collective leadership for sustainable development.

By **collective leadership for sustainable development**, we mean...



Stakeholders **throughout whole ecosystems** exercising agency and leadership



Who have **shared purpose reflecting commitment to justice and sustainable development**



Who are **locally rooted, diverse, and inclusive**, especially of people who have experienced the inequities being addressed



Who are engaged in community and have the networks and relationships to **collaborate and learn together**

## Values

- Put love for people and planet at the center
- Believe in the human potential to change the world
- See abundance in different ways of being and doing

## Vision

**Collective leadership development becomes the primary focus to achieve sustainable development, so that humans, everywhere, are equipped to exert agency and leadership towards system change.**

To get there, we'll advance research, strengthen practice, and increase investments in an essential and under-appreciated lever for systems change: collective leadership development.

By 2030 the People First community aims to:

- Foster deep learning on how to develop collective leadership among practitioners involved in this space
- Advance research that investigates “how” to cultivate and build leadership capacity as a lever for system change
- Strengthen the case and advance storytelling about how collective leadership development strengthens systems for justice, equity, and sustainability
- Unlock and redirect an increased percentage of philanthropic investments in people (vs. things) and build out the case for government and multilateral investment