

NOBEL PEACE CENTER

STRATEGY 2020-2025 (REVISED 2022)

We believe that the Nobel Peace Prize has the power to change peoples' thoughts and actions thus make the world a more peaceful and better place for everyone.

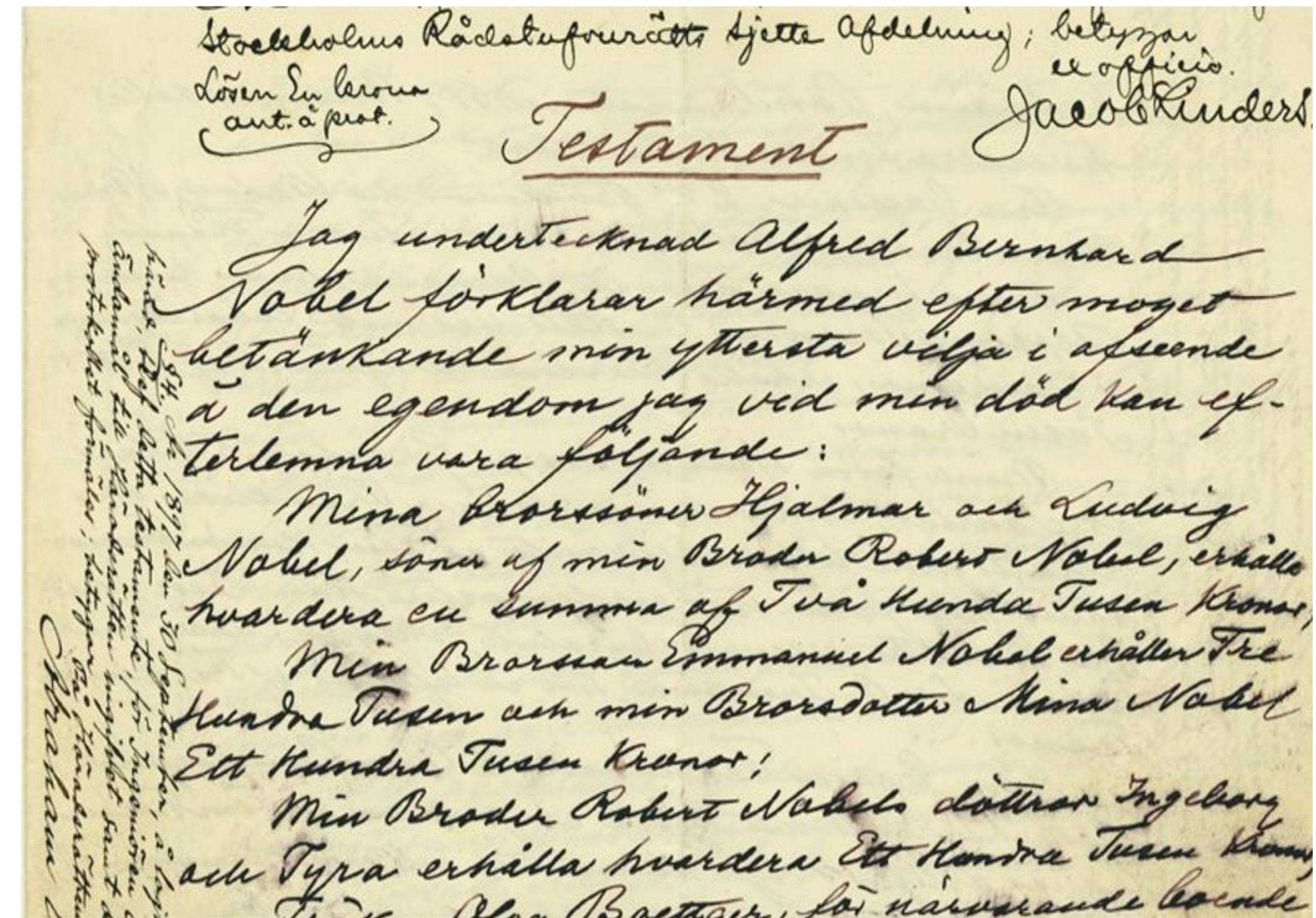
The Nobel Peace Prize is what makes us unique

The awarding of the Nobel Peace Prize is based on an independent selection process that has produced worthy prize laureates for 120 years.

The prize is awarded in accordance with Alfred Nobel's will: "to confer the greatest benefit on mankind".

The Norwegian Nobel Committee has at all times anchored the prize in the contemporary world, thus demonstrating what supports peace at that point in time.

The Nobel Peace Prize and the ideas and work of the Peace Prize laureates have the power to change people's thoughts and actions, and to help make the world a more peaceful place.



Vision, mission and values

Our vision

A better and more peaceful world for all.

Our mission

We will use the Nobel Peace Prize and the ideas and work of the Peace Prize laureates to engage and inspire large- and small-scale changes that help to make the world a better and more peaceful place

Our values

- Independence
- Excellence
- Courage
- Creativity
- Inspiration



The core goals of the Nobel Peace Center

- Raise *awareness* of the Peace Prize and the ideas and activities of the Peace Prize laureates
- Increase *knowledge* and *create engagement* among visitors and participants
- Enhance the reputation and prestige of the Nobel Peace Prize
- Ensure *financial sustainability* in the short and long term
- Ensure *excellence* at all levels



The pillars we prioritize



The year's Peace Prize



The Peace Prize and its history



Dialogue

Which outreach activities should we prioritize?

Interdisciplinary, in-person and digital:

- *2-3 exhibitions* per year that create knowledge about and commitment to the Peace Prize and the Peace Prize topics
- *A range of events* that deepen understanding of current peace topics
- *Teaching programs* that inform students and teachers around the world about peace

Clarify our profile:

Targeted efforts to create strong relationships with *our stakeholders*

