



2020

Annual Report





Despite the pandemic, solutions have been created to enable the work of our projects to continue in the 32 countries where PMU is active.

PHOTO: JOSH ESTEY

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Donations increase despite a pandemic crisis

The year 2020 was a very different year due to the global pandemic. Essentially all of our activities were impacted – from our ability to visit churches and gather at summer conferences, to what we were able to achieve within the framework of projects and programmes around the world, and how the Second Hand shops were operated. As I look back, I realise how immensely grateful I am for the creativity that PMU and all of our partners at the Swedish churches and around the world have demonstrated. We did not stop or cancel – we rearranged and reorganised. And that was exactly what we needed to do.

It is difficult at this time to assess what the full consequences of the pandemic will be, but we do know that the challenges are enormous. The world is in a deep poverty crisis. According to the World Bank, the pandemic will thrust another 150 million people into poverty. That means nearly one in ten of our fellow human beings will have to manage on less than SEK 16 a day. These are people who live without the safety margins or safety nets that you and I are used to. An unexpected illness or failed harvest can result in them once again falling below the poverty line. In many countries the closures due to the pandemic have resulted in a significant shortage of food, above all among the poor.

“It is difficult at this time to assess what the full consequences of the pandemic will be, but we do know that the challenges are enormous. The world is in a deep poverty crisis.”

DURING THE YEAR we also received reports of people being unable to access health care to the same extent as before, and of fewer women giving birth in hospital. In several Asian countries hundreds of thousands of textile workers were laid off without pay. Stalled vaccination programmes, children unable to attend school and reports of girls exposed to violence, genital mutilation, child marriage and sexual abuse are other consequences of the pandemic. We have also seen shrinking democracy, with defenders of human rights – including those in our own network – in extremely vulnerable

situations. Unfortunately the list of the pandemic’s effects is a long one.

But in the midst of all this I’m thankful that at PMU we are able to work with so many churches, Second Hand shops and individual donors, as well as partners all around the world; that we have, in no uncertain terms, expressed our desire to do our part together. Despite the pandemic crisis here at home, we have seen individual donors increasing their donations to support the work we do around the world. And despite the challenges, enormous efforts have been made to keep the Second Hand shops operating. Our partners around the world have also reorganized their projects – both on the ground and through digital solutions – to continue meeting the challenges and needs in their communities. All this has enabled us all in partnership to provide fantastic support to our fellow human beings.

WE NEED TO HOLD this course; to be innovative and identify opportunities, and to create hope that we can build something better and stronger together. Thanks to all of you who have demonstrated during the year that you are committed to helping the most vulnerable amongst us. I hope you will continue to play a vital role together with us.

Niclas Lindgren
Director, PMU



PHOTO: ANNELIE EDSMYR

Annual Report 2020

In 2020 PMU continued working according to the five-year strategy, *PMU's Compass to 2020*. The strategy is based on our vision of a world free from poverty, hunger, oppression and violence, with an emphasis on peace, gender equality and democracy. In this Annual Report we describe a few of the 163 projects we have been working on over the past year.

WITH BROAD POPULAR ENGAGEMENT at around 440 churches – which at the beginning of 2020 had a just under 90,000 members combined – and in cooperation with more than 50 Second Hand shops from Haparanda to Trelleborg, PMU, as one of Sweden's main development cooperation and human rights organisations, has a platform from which to run 163 projects in 32 countries alongside our local partners.

Internationally, our main relationships are with churches and organisations in the Charismatic church movement, which has an estimated 700 million members. Our partners thus represent tens of millions of people. The churches in the countries where PMU has partners often play a key role in promoting development and justice. We also have relationships with a diverse range of organisations. Our partners' local presence and knowledge of local conditions and needs are key to our work.

OUR FOUNDATIONAL VALUES. PMU's foundational values are based on our belief that the world was created by God and that all of mankind is God's creation, which gives us all the same sacred value. The church has a responsibility to be a role model in building a good society where everyone is treated equally. The aim is the fair distribution of economic resources. People have needs that are both material and existential. Poverty and oppression can be regarded from a spiritual, cultural, social and material perspective, and efforts to achieve positive change therefore need to focus on all of these aspects. PMU works to promote unity and acceptance of diversity, and to ensure that every person's capacity is seen as a resource.

OUR MISSION. PMU's mission is to lead and develop the joint development cooperation work of the Swedish Pentecostal churches to support the most vulnerable people. Together we want to reduce all aspects of poverty by working with people living in poverty through development projects and humanitarian interventions, and to be a voice for the voiceless. The mission includes generating resources for this work and deepening people's commitment to fairness and justice. Key words are respect, openness, quality and engagement.

FOCUS ON QUALITY. In 2020 PMU worked according to the adopted internal governance and control system, and focused on quality based on the *Core Humanitarian Standard* (CHS) to increase accountability and improve quality. PMU has a framework for defining its responsibility to stakeholders, with an emphasis on rights holders, as well as a complaints management system. PMU is a member of

Giva Sverige (Swedish Fundraising Association, formerly FRII) whose mission is to promote a favourable climate for non-profit work in Sweden and for public fundraising. PMU adheres to Giva Sverige's Quality Code. PMU also complies with the directives established by Svensk insamlingskontroll (Swedish Fundraising Control), Sida, ECHO and other partner organisations. PMU has a 90-account (90 00 506) and our operations are audited by authorised public accountants (PWC).

COOPERATION WITH SIDA. Sida is PMU's main institutional donor. We had a framework agreement with Sida for the years 1981–2014 and a partnership agreement with Sida for 2015–2017, providing us with access to continued support for projects and for communication work in Sweden. Since 2018 PMU has been receiving its Sida funding through the Swedish Mission Council (SMC). This has been the funding process for our humanitarian work since 2015. In 2019 we once again applied for framework status (as a Sida strategic partner organisation), but our application was denied so we will be receiving funding through SMC for the years 2020–2023 as well. Another important financial partnership is with Radiohjälpen with whom PMU has a framework agreement. ■

Thematic sectors for project activities:

- *Democratic culture and governance:* People have democratic norms and values, respect the human rights of everyone and participate in society on equal terms.
- *Gender equality:* Women and men have relationships based on equality and a fair division of resources, power and influence.
- *Health, education and livelihoods:* People have the best possible health, access to an adequate level of education and access to good livelihoods.
- *Environment:* People reduce negative environmental impacts through the sustainable use of natural resources and environmentally sound methods, and help to prevent environmental and climate disasters to create good living conditions for present and future generations.
- *Local partner capacity:* Local partners work effectively taking a rights-based approach, and are representative and legitimate voices and organisers of community services.

PMU also implements humanitarian interventions aimed at providing relief and saving lives. These interventions are supported by institutional donors and PMU's fundraising activities.

2020

Despite the global pandemic, which disrupted plans for both PMU and our partners, we can look back at another year in which, through our efforts, we have seen people without a voice being recognised and people without prospects gaining new hope for the future. On the following pages you can read about concrete examples of this. It is clear that a long-term and sustainable approach provides good results and that churches and other civil society actors are important change agents.

The global vision for fighting poverty expressed in Agenda 2030 is a central reference point for PMU as well. As these goals were being developed, we were creating our own *Compass to 2020*. Based on this strategy, we continue providing support to mobilise our network in the struggle for peaceful and inclusive societies, and for the dignity and rights of all people. Our focus areas are the role of religion in change processes, democracy and peace (Goal 16 in Agenda 2030), and gender equality and the involvement of women (Goal 5). In 2020 this was manifested in, among other things, campaigns, partner dialogue, production of materials and our work within our network.

WE HAVE, FOR EXAMPLE, further developed ideas within the so-called *triple nexus*, where humanitarian, long-term development and peace efforts are combined into a cohesive whole. Since PMU is active in some of the most conflict-filled countries around the world, it is critical that we can work in cooperation with

local partners in a way that creates synergies and sustainable results. It is clear in many countries that peace cannot be achieved unless the church and its leaders, as well as other religious actors, play their part.

IN 2020 WE CONTINUED to delve deeper into researching the role of the church in society, and to intensify dialogue with our network. Our activities included participating in the process of drafting a joint position paper for aid actors in the global Pentecostal community. The position paper focused on the foundations for our global work on human rights, gender equality and joint political advocacy, and lessons to be learned about how best to fight poverty and vulnerability. We also took an active role in developing the Swedish Pentecostal Mission's joint efforts. PMU has overall responsibility for the theme *The Most Vulnerable*. Work is under way to develop new types of

support and to create synergies between different themes and initiatives.

We are happy that our donors, Second Hand shops and churches have great confidence in us. This is reflected, among other things, in yet another year of strong fundraising figures, despite the pandemic. Intensifying relationships, dialogue and cooperation with more Swedish Pentecostal churches has been a key aspect of PMU's work. We have had conversations with the Ministry for Foreign Affairs, SMC and other Swedish civil society actors to secure humanitarian funding for the years ahead. We have also worked on expanding our funding base through other donors and Sida departments than those we have worked with so far. In autumn 2020 PMU was granted a new partnership agreement with ECHO following an extensive audit in spring 2020.

PMU's total turnover in 2020 was SEK 210.4 million.



These nurses in Nepal made their own personal protective equipment so they could continue working during the pandemic.

PHOTO: PMU

■ THIS IS HOW WE WORK

Development cooperation is primarily based on a three-way partnership between PMU, local partners and Swedish churches. In advance of each new programme period, plans are produced with partners during programme planning seminars (PPS). At the seminars we analyse and learn from the results achieved during the previous period, discuss the most vulnerable groups, assess the situation around the world and identify strategies and priorities. Basing our support on the needs, visions and strategies that exist at the local level is a cornerstone of our partnerships. PMU takes a rights-based approach according to principles of non-discrimination, participation, transparency and responsibility. PMU also works according to

faith-based principles, centred around understanding the significance of faith in change processes. In war and conflict situations and other types of disasters PMU supports vulnerable people through development projects and humanitarian interventions, depending on the situation. PMU's partners can quickly mobilise personnel and volunteers in an acute intervention, but also work on a long-term basis in protracted humanitarian relief situations. In Sweden PMU's work is focused on opinion forming, increasing awareness of obstacles and drivers of development, and promoting commitment to human rights efforts. The Second Hand shops are a key aspect of PMU's communication and fundraising strategy.

PMU in the world

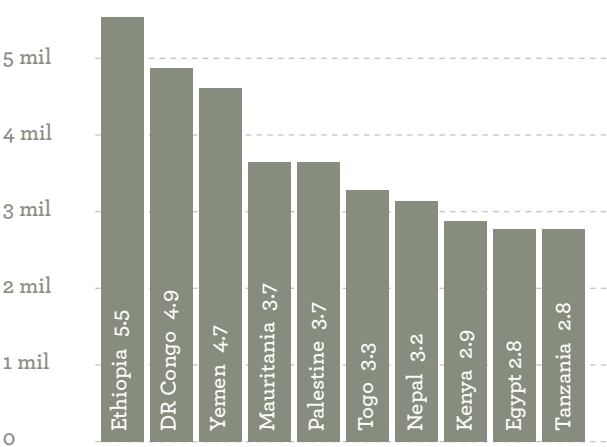
HOW PROJECTS ARE FUNDED

	(SEK m)
Total turnover PMU 2020	210.4
Funds raised	41.1
Donations:	2020
SMC/Sida development projects and info/comm:	54.9
Radiohjälp	5
SMC/Sida humanitarian projects:	29
UHR via SMC, internship funding:	1.1
Sida via embassies:	2.4
Total:	92.4

Number of development projects in 27 länder	138
Number of development projects in 14 länder	25
Total projects	163
Total countries	32

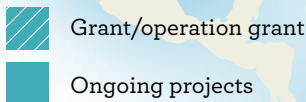
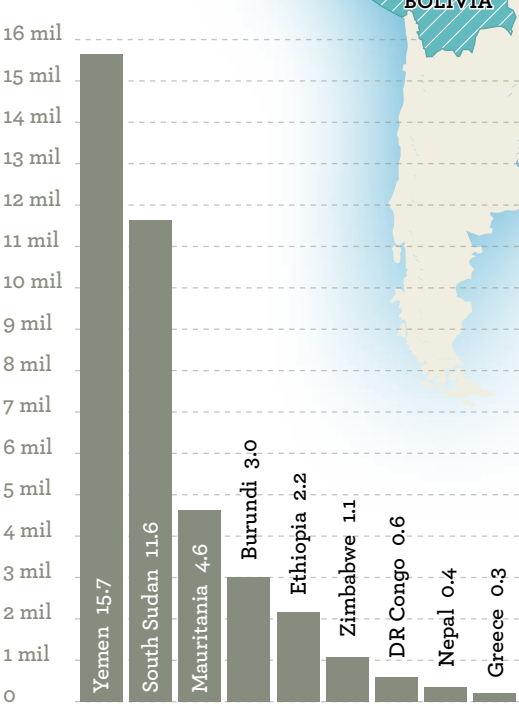
LARGEST RECIPIENT COUNTRIES

Development projects (SEK m)



LARGEST RECIPIENT COUNTRIES

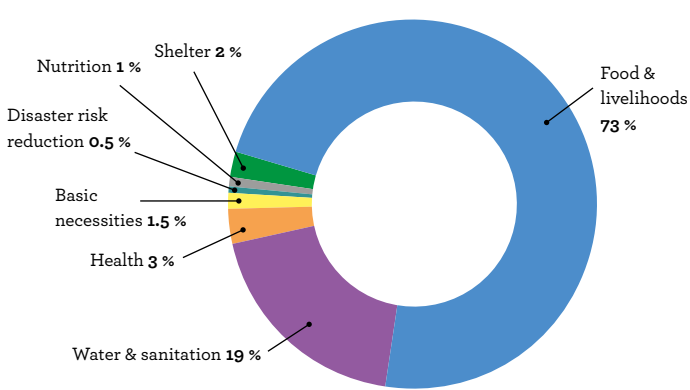
Humanitarian projects (SEK m)



PMU'S OPERATIONAL AREAS

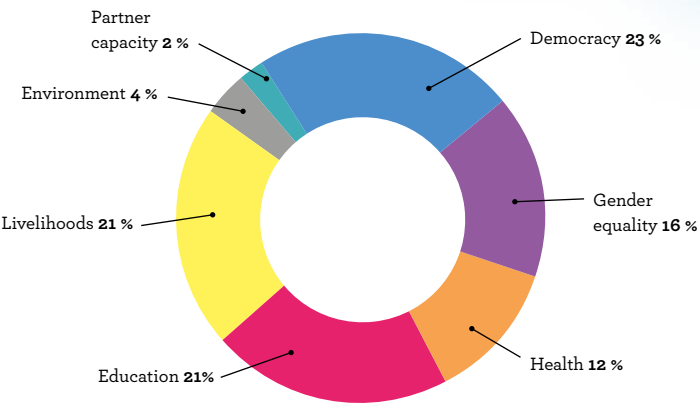
HUMANITARIAN PROJECTS

Calculation based on financial outcomes*



*Percentage of money invested (includes funds that are forwarded)

DEVELOPMENT PROJECTS



Children’s rights respected in Togo

Amélé, Alphonsine and Afinés are three of many children in southern Togo whose lives changed after they became aware of children’s rights. Afinés has completed an apprenticeship and is now a seamstress. Alphonsine is active in spreading awareness of human rights and attends school regularly. Amélé, who is chair of the democracy club that was started at her school, explains that children have now understood they have a right to attend school, eat regular meals, receive health care if they need it, and express their opinions. In Togo children are seen as a gift and a blessing, but they are not usually seen as individuals with rights and opinions that need to be respec-

ted. It is common for children to be subjected to violence, oppression and corporal punishment at school and in the home, even though this is forbidden under a law passed in 2008 and is now less common. **THE PROJECT IS AIMED** at children in the Maritime region of southern Togo, particularly children living in vulnerable situations, i.e. doing heavy, dangerous work or working long hours as domestic workers, runaways living on the streets or living with HIV-positive parents, and children who have lost their parents to AIDS. The project has focused on informing and changing attitudes among adults. At open meetings, children perform

sketches showing how they are treated and meeting facilitators talk about what the law says. This is a chance to talk to parents and teachers, and to encourage and teach children to understand and stand up for their rights. The project has also created a network of representatives from organisations working to ensure that the rights of domestic workers and people in similar occupations are met. All of this has resulted in concrete changes in the way children are regarded and treated, and to children’s rights being respected and met.

MANY ORPHANED YOUNG people have also received support to complete apprenticeships. They are now independent and have become role models for others. Fifteen of them have in turn taken seventeen other orphaned youth under their wing and are teaching them – free of charge – the skills they have learnt.

A seamstress tells her story: “I was working as a carrier at the market in Vogan where I was regularly subjected to physical and verbal abuse. I was often ill but couldn’t afford to go to the hospital for treatment. But now, thanks to the ODOS project, I’m responsible for a textile workshop, I take care of myself and I feel hope for the future.”

This is how respect for children’s rights and faith in their capacity spreads like rings on the water. The groups are now helping to build a more democratic culture in which children also have a clear and important role in the community and their families.

The project is being run in cooperation with the Pentecostal Church in Eskilstuna.



Children who learn about their rights are able to change their own lives for the better. PHOTO: EVA SKOG

■ THIS IS HOW WE WORK / DEMOCRACY

Democracy projects involve creating a strong democratic culture and increasing tolerance, participation and equality, as well as taking action against discrimination. PMU’s partners are strengthening civil society, including at the grass roots level, and teaching people how to demand their rights. Partners often focus on opinion forming by, for example, creating opportunities for public debate

and dialogue about peace and about conflict prevention. It is also important to ensure that communities are governed based on democratic principles, that corruption is reduced, that the justice system works and that human rights are respected. PMU’s partners are often a voice for the most vulnerable, and focus on advocacy and working with the authorities.

Town leader asked for forgiveness

“I have not respected my wife’s rights. Today I am going to ask for her forgiveness.

These words were spoken by one of the main leaders in Kamituga, a town in DR Congo, who had just taken part in a seminar organised by the Panzi Foundation’s Badilika Program.

He had previously opposed the project. Now he was standing up in public to admit that for a long time he had been taking all the decisions on behalf of his wife without asking her opinion. Since that day people have described him as a champion of gender equality.

THE WORD “BADILIKA” means change and the programme is aimed at spreading awareness of gender equality. It addresses the problem of underlying structures and norms in society that legitimize men’s violence against and disparaging attitudes towards women. In 2020 Badilika focused on advocacy aimed at local and national authorities, schools and churches. As part of a youth initiative, the programme is running school clubs in which students learn to have a conversation about harmful stereotypes and what is expected of boys and girls. They are encouraged to put themselves in each other’s situation and learn to understand and treat others how they themselves want to be treated. Both girls and boys learn about leadership and have a chance to debate in front of their classmates. The hope is that the students will get to a point where they are willing to vote for women politicians. At Novastella Secondary School in Bukavu 18-year old Nancy Nakashibula was elected as spokesperson for the school’s 600 students.



Through the Badilika project, Roger Buhendwa works on raising awareness about gender equality in DR Congo, a way to change the values and norms that contribute to the devastating culture of violence and the conflicts in the country. PHOTO: ANNELIE EDMYR

“I have more self-confidence now and I believe I can make a difference. It’s important that we as girls do not see boys as our enemies. They just don’t know how they’re supposed to interact with us. Their problems are also ours. We need to work together,” says Nancy.

DESPITE THE SIGNIFICANT challenges of running a communication project during the ongoing pandemic, Badilika made progress during the year, creating gender equality committees in the towns where the programme activities are taking place. These committees are working to prevent discrimination, abuse and crimes against women and girls in the local community. The traditional local leaders in these towns have more influence than the law.

“In the remote town of Kamituga a

group of women from the committee approached the traditional leaders to inform them of multiple cases of abuse and child marriage,” says project manager Roger Buhendwa, who was very impressed by their courage.

DURING THE YEAR Badilika also started approaching religious leaders. In DR Congo where, after years of war and violence, people often do not trust the authorities, the church is very influential.

“If the church stands up for change, there will be change,” says Roger. Now thirty pastors have agreed to work with Badilika and provide a platform for meetings with women to talk about harmful norms within the church. PMU and the Filadelfia församlingen church in Bankeryd have been supporting the Badilika project since 2017.

■ THIS IS HOW WE WORK / GENDER EQUALITY

Gender equality is about women and men having the same opportunities to shape their own lives. Achieving gender equality in society is a goal in itself, but it is also essential for sustainable and peaceful development in the world. PMU is keen to support its partners’ initiatives for gender awareness and for change through both practical and strategic initiatives. It is necessary to challenge structures that present various types of obstacles for women, men, girls and boys.

Our projects are aimed at enabling everyone to take part in development processes on equal terms. Through project activities, our local partners focus on aspects such as gender roles and relationships, stereotypes, the right to education and livelihoods, sexual and reproductive health, helping women to organise, the right of women and girls to take part in decision-making in the family and the community, and freedom from violence and abuse.

New chance for children through instruction in their own language

In Pakistan, which has a population of over 216 million, there are numerous minorities who speak their own language. Altogether at least 74 different languages are spoken in the country. However, most instruction at schools is in the majority languages of Urdu and English. For children with a different mother tongue, school is often an uphill battle and over time they have fewer opportunities for higher education or to have a voice in society.

This is something PMU's partner FLI wants to change. Since the organisation was founded in 2002 it has supported 22 of 30 language minorities in northern Pakistan by, for example, providing language instruction for younger children in their mother tongue. The results have been good and the children have often done better when moving on to a normal school than children who did not attend one of FLI's schools.

APART FROM LANGUAGE instruction, teacher training and production of school materials in the various languages, FLI is also involved in advocacy aimed at the media and politicians to highlight the importance of preserving minority languages and raising their status in Pakistani society. These efforts have helped to put native language instruction on the curriculum for 8.8 million children in state schools.

Two of these children are Samiullah and Waikul Islam who are in year three at a state school in the city of Abbotabad in northern Pakistan. In their Hindko textbook they can read about the history and customs of the Hindko people.

"I like my Hindko book. It feels good to read in my own language – I understand everything," says Samiullah, and his classmate agrees.

"I would like to have more books in my language to read at home and I hope to be able to continue studying Hindko in years four and five as well," says Waikul Islam.

THERE IS CLEARLY an interest in studying Hindko among children, parents and teachers. Nawaz Ahmad, a teacher at Mandian School, thinks that Hindko could be used as the language of instruction for other subjects as well because that would breathe further life into the language.

"We use Hindko when we speak, but it was about to disappear because we have never been used to reading or writing in Hindko. We've used Urdu or English instead. It's great

that Hindko has become part of the curriculum. It's a very friendly and beautiful language, and the children are really interested in it," says Nawaz Ahmad.

FLI'S WORK INCLUDES drawing attention to the right of people to feel proud of their own culture – the exact opposite of what has been communicated through social values in the past.

"Hearing the mayor of our town hold an official speech in his native language is a big thing for many people," says Fakhruddin Akhonzada, a project manager at FLI. Several of the languages are endangered and if they disappear, so too will whole cultures.

FLI's work is therefore not just helping more children to finish school, but also preserving languages and cultures for future generations.



In Abbotabad, Pakistan, children are now receiving instruction at school in their own language, Hindko. The project is being run in cooperation with the Aspnäskyrkan church in Järfälla.

PHOTO: EJAZ AHMED



Thanks to the work of PMU's partner in Yemen, attitudes are gradually changing towards women acquiring new knowledge.

Solar cells improve the environment

When Yemen is in the news it is usually a report about war and a humanitarian crisis. But many different projects are now under way here aimed at improving the situation in the country in the longer term.

One ray of hope is the courses in solar energy that PMU's partner is providing. The need for sustainable energy sources is great. Air pollution is a significant problem that is also getting worse due to the humanitarian situation which is turning people into internal refugees. Many families are forced to light fires with anything they can find.

THERE IS ALREADY local interest in solar panels, but the problem is that many people do not know how to handle them. As a result, the panels quickly break and they have to go back to lighting fires. Through the course provided by PMU's partner, 846 people have now learnt how solar

panels work, how to use them and how they can be repaired. The course participants then spread this information in their local communities. PMU's partner has involved local organisations, leaders, women and men in the education initiative. The result is 899 households with solar panels installed and 93 households no longer using generators run on fossil fuels.

"My family and I had to flee due to the war and ended up in another village," says Hussein, one of the participants. "I had no job and couldn't support my family. Thanks to the course and what I've learnt about solar panels, I can now spread the information to others in my new village and also help people to install solar-powered stoves."

110 of the 846 course participants are women. Several of them say that people in their home villages are interested in learning new things. Attitudes towards women taking

an interest in and learning about sustainable energy have improved. Even local leaders have emphasised the ways in which women can help to protect the environment.

ANOTHER COURSE participant, who has also started his own company to help villagers install solar panels, is Omar. People from other villages have asked for his help as well. The local mayor has also recognized this and appreciates Omar's expertise.

"We are doing our best to help him develop his business and also to find sustainable alternatives for the energy supply," says the mayor.

Villagers and local governments are now working together to promote sustainable energy solutions and Omar's example shows that initiatives by individuals can play a positive role in society.

The project is being run in cooperation with Mid Sweden Aid.

■ THIS IS HOW WE WORK / HEALTH EDUCATION LIVELIHOODS

The health, education and livelihoods theme centres around people's most basic rights and fundamental need for a dignified existence. Despite progress being made, many people in the world – particularly women and girls – are still struggling with a lack of education, poor health and harmful cultural traditions. The church and other faith-based organisations often have a strong tradition of working within these themes. One important method they use is

self-help groups, where women, men and young people receive help to get organised. By saving small amounts of money they can take out a loan and educate themselves in areas such as human rights, business, a trade and health, and also literacy. In groups people have a greater chance of impacting their situation in interactions with the authorities and in their communities.

■ THIS IS HOW WE WORK / ENVIRONMENT

Climate impact is tangible in many countries in the form of desertification, drought, erosion and floods. PMU's most common environmental projects address the sustainable use of natural resources and sustainable techniques and methods in households, forestry and farming. Another important aspect is preventing and managing

environmental and climate disasters. The main focus of PMU's partner organisations is strengthening the capacity of individuals and groups to handle environmental issues. The partner organisations are working with the authorities and other actors to achieve more and better environmental results.



In Ethiopia PMU works closely and successfully with Ethiopian Mulu Wongel Amagnoch Church Development Commission (EMWACDC), which is running both development and humanitarian projects.

PHOTO: EMMA ELOFSON

Intensified partnership in Ethiopia

PMU focuses on strengthening the capacity of local partners. This is a long-term and process-oriented effort in which local partners, with support from PMU, can develop and become stronger development actors. In Ethiopia PMU works closely and successfully with Ethiopian Mulu Wongel Amagnoch Church Development Commission (EMWACDC).

In 2020 EMWACDC launched a cohesive development programme with funding from PMU and SMC/ Sida. For many years EMWACDC has implemented a number of separate development and humanitarian initiatives. Based on many years of experience, the organisation has now developed a multi-sectoral programme to have an even greater impact.

The process for the entire programme involves working simultaneously on multiple issues and themes in a local community to make it stronger and more resilient.

EVOLVING FROM A “project partner” into “programme partner” requires an organisation to have significant capacity, and PMU has had an important role in facilitating dialogue and capacity strengthening to develop EMWACDC as an organisation. As a development actor, EMWACDC has strengthened its systems for administration, planning, monitoring and reporting. This has helped to improve efficiency within the organisation and to more clearly define internal accountability based on systems for

non-discrimination and transparency.

Donor coordination is another important factor and area in which EMWACDC has improved. In 2020 it was not possible to hold an annual meeting due to the coronavirus pandemic, but PMU’s support over the years has helped to increase donor coordination, with PMU intensifying its partnership with EMWACDC and gaining a greater understanding of other donors and their work. Through PMU’s support, EMWACDC has become a strong civil society actor fighting poverty and promoting peace. This has resulted in a reduction in conflict in the target areas where the organisation runs its development programme.

■ THIS IS HOW WE WORK / CAPACITY DEVELOPMENT

PMU’s capacity development projects are aimed at developing the efficiency and internal democracy of partner organisations and developing their representatively, legitimacy and rights-based approach. This approach involves ensuring that each local partner takes ownership of and responsibility for its own capacity development.

By organising regional and global meetingplaces and facilitating events such as thematic seminars, PMU helps local partners learn from and exchange experiences with each other. PMU also supports partners in their capacity development through education, evaluation and field personnel.

PMU – an important actor in an acute crisis

PMU’s humanitarian work was particularly extensive in 2020. Significant projects have been approved in Yemen, South Sudan, Burundi, Mauretania, Zimbabwe and Ethiopia.

“Year-by-year Sida projects as well as several so-called Rapid Response Mechanism projects have been

approved. The volume of the projects is 34 percent higher than the previous year. This can be considered proof that PMU is an important actor in many of the world’s most acute crises and that we have been able to support more people in vulnerable situations,” says Madeleine Álvarez Ahlgren, humanitarian coordinator at PMU.

Water and wells in Mauretania

Infrequent rainfall and insufficient quantities of rain have hit Mauretania particularly hard in recent years. This has led to drought, making it difficult to raise livestock and maintain the already limited level of agriculture. On top of this there are areas of the country where people are living in severe poverty and are especially vulnerable.

PMU AND OUR LOCAL partner have been responding to humanitarian needs for three years during the annual dry season (June–July). The 2020 project, which is continuing into 2021, has so far reached around 26,000 people, providing them with food supplies during the dry season. In addition, local village leaders and the authorities have been assembled at workshops to raise awareness and make local plans in order to build resilience as a community to drought and other natural disasters.

PMU HAS SECURED funding from Sida – from Rapid Response Mechanism funds in 2018 to year-by-year project funding in 2019 and 2020. This shows the unique role that PMU and the local partners have as humanitarian actors in the country, especially in areas that few or no other humanitarian actors can reach. Few organisations are working at the



PMU and the local partner have been able to meet humanitarian needs in Mauretania during the annual dry season.

humanitarian level and our partner is the only local organisation for which Sida is providing humanitarian support. PMU’s partner is also unique in forwarding support to the Tagant and Hodh El Gharbi regions. Hodh el Gharbi, which is close to the border with Mali, is particularly isolated. In 2021 the project will continue by drilling wells and establishing kitchen gardens around them so that communities can have access to clean water and better access to food.

Support for Ethiopia

The Ethiopian region of Afar was hit hard by heavy rainfall during the summer and early autumn of 2020. A total of one million people in the country were affected by flooding and landslides, and in Afar alone in September the number impacted was 240,000.

“Many in the Afar region are particularly vulnerable and, even before the disaster, had poor access to clean water, health care and roads. Humanitarian interventions in this area face challenges, but we consider it a privilege to work with PMU and be able to support these local communities,” says Berhan Tesfaye, humanitarian coordinator at PMU’s partner organisation EMWACDC.

Through the project 3,255 people have received support to ensure access to food.

PMU Internships

In 2020 PMU continued to receive financial support from the Swedish Council for Higher Education (UHR) through SMC to run an internship programme for 12 young adults ages 20–30. The goal for the programme is to give young Swedes an opportunity to work on location in our partner countries to learn about development obstacles and possible ways to bring about change.

■ THIS IS HOW WE WORK / HUM

Since the start in 1965, PMU has worked with faith-based movements and local organisations with large networks. Over the years millions of people have been reached by humanitarian support – mainly through local organisations, but also through international partners who have been established in a country for some time. Our widespread network allows us to act quickly in the event of a crisis or disaster. In 2020 we supported 25 humanitarian programmes,

including pre- and post-intervention work, in 14 countries. The total cost of PMU’s humanitarian work has increased since 2016 from around SEK 13.9 million to around SEK 39.7 million in 2020. SEK 8.7 million of this is aid that PMU receives and forwards. A total of 248,938 people were reached and given support – this is 211 percent more than in 2016. This was possible thanks to PMU’s many partner organisations and the support we receive from our donors.



In 2020, in the middle of the pandemic, a new PMU Second Hand shop was opened in Jönköping.

PHOTO: JOHANNA LITSGÅRD LEBOURNE

Maximum acceleration out of the curve

In autumn 2019 a group from the PMU Second Hand organisation visited various projects in Kenya. They all agreed it was extremely moving and inspiring to see the tangible ways in which the Second Hand organisation is truly making a difference. They met with many people whose stories will forever affect their work at the Second Hand shops. Their sense of dedication and their desire to continue to develop the shops were at the highest level as 2020 began.

“WITH A VERY strong 2019 behind us we certainly hit the ground running in 2020,” says Mats Hillerström, head of PMU’s Second Hand organisation. “It may seem hard to make the connection between sitting down with Maasai in their village in Kenya discussing their challenges and standing here in Sweden talking about the importance of maximum acceleration out of the curve. But it’s a way to describe how we have tried to get through the past year.”

The pandemic broke out with full force in the spring and the most im-

portant thing was to take action and try to reduce the spread of the virus as much as possible. Fewer customers at the shops means lower revenue. Lower revenue overtime means fewer resources to help those in need, including the people PMU’s Second Hand group visited in Kenya.

“As we summarise 2020, we do so with immense gratitude and real pride. I’m grateful and proud of all our employees up and down this long country who did everything they could and more to ensure that the shops could remain open. Many of the shops chose to open more days than usual in order to spread out their customers,” says Mats.

THERE WAS OF COURSE much that PMU Second Hand was not able to achieve according to plan in 2020. The focus was instead on doing everything possible to help support the

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stores are part of PMU’s Second Hand.

shops to keep up the pace during the pandemic. It has also been important to plan and act to prepare the shops for when life returns to something a bit more like normal. The metaphor of a sports car on a track may not be perfect – that even though the curves in the road are where the race cars drive the slowest, the winner is determined by who can achieve maximum acceleration coming out of them – but it was a metaphor that provided inspiration for the initiatives to prepare the shops to shift into a higher gear.

IN MID-MAY a new city centre shop was opened in cooperation with Pingst Jönköping. Plans were also made during the year to open new stores in Ängelholm and Västerås in the first half of 2021, and even more are in the works.

“We are looking forward to being able to continue helping the churches achieve their outreach objectives through their Second Hand shops.”

Digital initiatives became the flavour of the year

2020 was the year when digital solutions were everywhere, including in PMU’s communication activities. Campaigns and conferences as well as fundraising activities were all carried out in various digital platforms and several new concepts were born out of the crisis.

Switching to digital meetings was the flavour of the year for everyone working in communication, including PMU’s communication and fundraising department. The annual summer conferences within the Pentecostal Movement – normally an important arena for PMU to meet people – took place digitally, and several other planned initiatives had to be rearranged.

ONE AREA WHERE digitalisation worked out well was PMU’s digital seminars, which were streamed on Facebook in the spring and early summer. The theme of the first one was the situation in our partner countries due to the coronavirus pandemic. Interested viewers tuned into the conversation and were also able to ask questions via the chat function.

In the autumn a new format for social media was developed under the heading “PMU meets...” Various individuals who have become involved



Jewellery designer Emma Israelsson was one of those involved in PMU’s activities who was featured in 2020 in the new digital concept “PMU meets...” which has spread widely on PMU’s digital platforms.

PHOTO: ANNELIE EDSMYR

in PMU’s activities are interviewed. They have a chance to tell others why they got involved and encourage more people to do the same. Clips of the interviews spread widely throughout PMU’s social media channels.

DESPITE TOUGH TIMES for everyone, PMU’s fundraising work was also able to continue, and the results for the year indicate that, above all, individual donors continued to show their faith in PMU’s ability to forward donations to the world’s most vulnerable people. We are very grateful for this trust. PMU raised a total of SEK 41.1 million in 2020.

#no slaves – 2020 theme

In 2020 PMU focused on the #no slaves theme in cooperation with the Pentecostal Church in Örnköldsvik. The initiative started with information about modern slavery and continued with a presentation about the situation in DR Congo. PMU and Libris also published a book by Birger Thureson entitled “*De reste sig and gick vidare*” (They got up and walked on).

Meetings with politicians

In 2020 PMU had several meetings with politicians. Digital solutions made it possible to arrange more meetings, which also felt more personal, including with the aid policy spokespersons for the Centre Party, the Social Democratic Party and the Christian Democrats. PMU in particular highlighted the target of spending 1 percent of gross national income on aid (*Enprocentsmålet*) as an important one.

New EU law on conflict minerals

The conflict in DR Congo is being driven by a war over raw materials. Four of the country’s minerals are classified as conflict minerals. PMU was active during the year in addressing the conflict minerals issue and what the Swedish Government is doing based on a new conflict mineral law that went into effect in the EU on 1 January 2021. In 2021 we published debate articles and had a dialogue with the Ministry for Foreign Affairs, pointing out the risk that the law will be ineffective.

■ THIS IS HOW WE WORK / COMMUNICATION AND ADVOCACY

Through communication and fundraising activities, PMU aims to spread awareness and get people involved to generate resources for long-term development projects and acute humanitarian interventions. The PMU magazine, website pmu.se, monthly newsletter, social media and the school package are some of the channels used for these efforts. Face-to-face meetings between people are also important. We therefore arrange events at Second Hand shops, activities at summer conferences, seminars, concerts and church visits. There are also enthusiastic individuals all around the country whose dedication is extremely important to our mission. Supporting initiatives taken by individuals and groups is therefore an important

part of PMU’s work. PMU raises awareness about its work around the world through campaigns but also through initiatives aimed at specific target groups. We produce various types of information materials for different platforms, such as video, posters, folders, etc. If you would like to support PMU, you can do so by becoming a monthly donor, a Children’s Rights Friend or by making a financial donation for our activities. PMU also focuses on making structural change at the institutional level through targeted advocacy work where we carry on an active dialogue with politicians and representatives from various agencies and authorities, such as Sida and the Ministry of Foreign Affairs.

Facebook: PMU Interlife
Twitter: @PMUSweden
Instagram: @pmuinterlife
YouTube: PMU Interlife



PHOTO: ANNELIE EDSMYR



Box 151 44. 167 15 Bromma, Sweden. Tel +46-8-608 96 00. www.pmu.se