



**PEOPLE IN NEED
MONGOLIA COUNTRY
STRATEGY**

2022–2026



OUR VISION:

We strive for a Mongolia where local communities and CSOs are strengthened, respective of human rights, and empowered to be the drivers of change and equal opportunities to achieve the Sustainable Development Goals and Mongolia's 'Vision 2050'.



PIN's Presence in Mongolia

People in Need (PIN) came to Mongolia during the winter of 1993 with a 50-ton food and clothing donation as the Mongolian population was struggling to adapt to the new realities resulting from the collapse of the Soviet Union. PIN returned to Mongolia during the dzud (extreme winter disaster) of 2009–2011, with the permanent office being established in 2011. Since then, PIN has delivered 17 projects covering 18 of the 21 Aimags (provinces), impacting thousands of people in rural and urban settings. These projects have focused on climate change and sustainable livelihoods, emergency response, civil society empowerment and good governance, as well as education and skills development sectors.

Country context



One of the major long-lasting issues has been the impact of **climate change and deterioration of natural resources**. Climate change and human action have brought about higher disaster risks and environmental degradation. Over the last six decades, growing frequency and severity of disasters (economic or environmental) have been observed, as well as a clear upward trend in Mongolian average temperatures. The country has seen **increased air pollution, growing exposure to flood and earthquake risk** in some parts of the city, and rising morbidity rates in diseases associated to air pollution.

These climate change factors, together with rapid urbanization, mining industrialization, and low productivity agriculture have increased pollution of air (Ulaanbaatar's air quality, especially in winter, is one of the worst in the world), water (total water withdrawals outstripping renewable water supply, often by at least 50% annually in some areas), and pasturelands (90% of grassland under some degree of desertification).

All these, if not reversed or contained, will likely hinder economic growth and population wellbeing in the medium to long term. There are important and widespread efforts in the country to develop regulations and institutions to stem this environmental stress. However, increased participation from the public and less shortsighted policies from authorities are needed.

The limited awareness of the public and policy-makers, seems to indicate a myopic behaviour that fails to address these grave problems and hence to implement the adequate policies to prevent further dissaving.

STRATEGIC PILLARS FOR 2022–2026 IN MONGOLIA

- 1. Strengthening Climate and Disaster Risk Resilience of Local Communities;**
- 2. Promoting Green Sustainable Markets and Livelihoods;**
- 3. Empower People and CSOs through Promotion of Human Rights, Gender Equality, and Climate Justice.**

These pillars lay the foundation for our work and values in Mongolia as we are a non-governmental, non-profit organization founded on the ideals of humanism, freedom, equality, and sustainability. We consider human dignity and freedom to be fundamental values. We believe that people anywhere in the world should have the right to make decisions about their lives and to share the rights expressed in the Universal Declaration of Human Rights. Across the thematic pillars, PIN ensures synergies with the strategic orientations of the main actors in Mongolia.

As indicated in the EU Roadmap covering the period until 2025 in Mongolia, there has been an increasing emphasis on CSOs' role to play in 'climate change adaptation and mitigation, including moving towards a low carbon, resource efficient, green circular economy'.

2 Echoing the priorities of the key players in the country, the main programmatic focus of the Mongolia Country Office is likewise centred around environmental protection and building climate change resilience, whilst strengthening coordination and collaboration with CSOs



PILLAR I: Strengthening Climate and Disaster Risk Resilience of Local Communities

- Reducing environmental stress through climate change advocacy, air pollution reduction and by accelerating transition to green economy;
- Building resilience of vulnerable communities;
- Supporting target communities facing disasters.



PILLAR II: Empower People through Promotion of Human Rights, Gender Equality, and Climate Justice

- Promoting human rights and gender equality through inclusive education programmes;
- Championing human rights and climate activists at local, national, and global level;
- Strengthening capacities of CSOs;
- Mainstreaming protection, gender equality and social inclusion throughout programming;
- Advocating for positive social norms by working with local community leaders, grass-root organizations and leading CSOs, and local duty-bearers.



PILLAR III: Promoting Green Sustainable Markets and Livelihoods

- Promoting circular economy practices through MSMEs;
- Accelerating the growth of green jobs;
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- Accelerating the growth of green jobs;



PIN MONGOLIA'S PROGRAMME TOOLBOX

BEHAVIOUR CHANGE

PIN Mongolia has the know-how required to enable people to practice positive behaviours, such as washing hands with soap, wearing air pollution or COVID-19 prevention masks, or taking up insulation solutions. PIN Mongolia uses two field tested tools, the [Designing for Behaviour Change](#) (DBC) framework and [Barrier Analysis](#) (BA) study. PIN's expertise in behaviour change includes:

- Understanding what barriers prevent people from practicing the desired behaviours.
- Realizing what enablers can help people with adopting such behaviours.
- Using this understanding to design effective behaviour change interventions, e.g., Ending Violence Against Women and Girls.
- Implementing and evaluating such interventions in a maximum quality.

ADVOCACY AND GOOD GOVERNANCE

With the aim of supporting good governance, PIN focuses on active engagement of communities and local decision making processes and emphasises effective cooperation among civil society, governments, and communities. PIN's expertise builds up to:

- Strengthening capacities of local authorities and decision-makers.
- Raising the voices of local communities to national and international decision makers.
- Improving dialogue between communities, CSOs, and national authorities.
- Strengthening accountability of local authorities toward communities and improving their ability to apply risk-informed, evidence-based decision-making in response to local needs.



MARKET SYSTEMS DEVELOPMENT

At the core of PIN's MSD approach is the aim to achieve greater sustainability, impact and scale in development interventions that target poor women and men. Our approach is based on the premise that even the poorest and most remote communities are reliant on markets as producers (smallholder farmers, micro-entrepreneurs), consumers (buyers and users of goods and services) and employees but that these markets fail to function effectively for poor people. Interventions involve working to transform the behaviours and practices of market actors, such as shop sellers, service providers, national companies and government institutions that influence how markets work. The MSD Toolbox enables the programmes to:

- Green the urban living through market-based energy-efficient solutions.
- Increase vulnerable people's access and motivation to use products and services that can positively impact their lives and their local environment (e.g., agricultural inputs such as locally produced food and beverages, financial services, and renewable energy products such as solar lanterns and biodigesters).
- Improve access to skills and decent work through vocational and soft skill training.



AIR POLLUTION MONITORING AND COMMUNITY MAPPING

PIN is one of the leading organizations for the independent monitoring and reporting of air pollution in Mongolia. PIN provides the following support to the community at large:

- With over 50 low-cost air quality monitoring across Ulaanbaatar and three provinces, PIN's sensors are often the go-to information source for media and private citizens.
- PIN has built the only air pollution prediction model which uses machine learning algorithms to predict air quality in Ulaanbaatar.
- PIN has the only drone in Mongolia that has the ability to map heat loss of both houses and gers.



CSO CAPACITY DEVELOPMENT

Prioritisation of local civil society leadership leads to more inclusive development and more effective humanitarian response. The future of international development and humanitarian response must be through supporting local action led by local civil society organisations alongside strengthening government systems.

- PIN has worked with 40 cooperatives and 10 CSOs which were supported with increased access to market and financial opportunities.
- PIN works with local journalism organisations to provide investments and financing to ensure independence and sustainability in the media sector.
- PIN provides tailored capacity building that supports CSOs to leverage financing opportunities.

CURRENT AND PAST PROJECTS

Switching On the Green Economy (2022–2025, ECSWITCH):

Setting up an ecolabelling scheme in the Agri Food and Beverage Sector in Mongolia and promote food to fork principles – €2.2MM



Independent Media Project (2021–2022, Spirit of America, American Embassy):

The aim is to foster independent and sustainable media through a market-based approach, aimed at providing investments to scale novel business models – \$130,000



CHIPS and CHIPS II (2020–2022, UNICEF, SDC):

Improving air pollution and energy efficiency in traditional gers and communities through climatesmart cooking, heating, and insulation products and services solutions – €232,929



Youth and children to advocate for climate change and clean air (2021, UNICEF):

Youth engagement activities for children and adolescents (aged 15–24) through social media, traditional media and messaging across main Mongolian urban cities – €112,796



Emergency response to COVID-19 (2020, SDC, German Embassy, PIN HQ):

PIN and its partners have supported more than 30,000 people and 6,000 families economically impacted by COVID-19 with food and pharmaceutical vouchers and nutrition, education, and hygiene kits – \$250,000



Web-based Air Pollution Monitoring Platform – HazeGazer (2020–2022, UNDP, UNICEF):

Mapping air quality and run air pollution awarenessraising campaigns to support UNDP's efforts to bring data to the public and civil society – €63,000



Ending Gender Based Violence (2021–2022, UNFPA):

Strengthening national capacity for gender based violence prevention and response by promoting gender equitable social norms through effective prevention mechanisms that engage various stakeholders at the community level – \$74,000



CashEval (2021–2023, German Federal Foreign Office):

PIN contributed to increasing the resilience of households to cope with extreme weather event of dzud by providing early action unconditional cash assistance to households who are living in the dzud risk area – €199,856



SOAP – Switch off Air Pollution (2018–2021 EC- SWITCH, CzDA):

Reducing air and environmental pollution with energy advice and green financing support for sustainable housing in UB through community-based drone mapping – €499,081



CURRENT AND PAST PROJECTS

Installing chimneys in UB Ger District (2019, CzDA):

Improving energy efficiency through the installation of chimneys and developing the related market environment – €19,000



R2B – Right to Breathe (2018 –2019 EC, EIDHR):

Setting up an air quality monitoring network and promote transparency and accountability, as well as fostering action at the level of civil society –€314,590



LTT4R (2016–2019 CzDA, ECHO, FAO):

Building resilient households to dzud-affected herders in eastern aimags and improving disaster preparedness through EWS, disseminating weather information on mobile phones – €526,547



EPIL (2016–2019 EC, CzDA):

Promoting sustainable livelihoods by strengthening cooperatives in Arkhangai and Uvurkhangai –€932,697



Cooperation between Czech and Mongolian universities on understanding interactions between livestock and wildlife (2017–2018, CzDA):

Improving university education on ecological interactions in rangelands and promote proper natural resource management – €103,000



SWBI (2013 –2015 EC, SWITCH, CzDA):

Promoting sheep wool as an eco friendly and energyefficient solution for thermal insulation of buildings and creating alternative value chains to support sustainable livelihoods – €891,412



CURRENT DONORS



Humanitarian Aid and Civil Protection



Czech Development Agency



CURRENT PARTNERS

