REACH THE WORLD

A Strategic Framework adopted by the Executive Committee of the Inter-European Division of the General Conference of Seventh-day Adventists for the period 2016–2020
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OUR VISION

We envision the completion of God’s plan to restore all His creation to its intended glory and purpose. Seventh-day Adventist believers will illustrate this restoration as followers of Jesus, building a community/family of faith from people of all nations, languages, and cultures in our territory. This community lives and shares the love, joy, hope, and faith of the Gospel, and looks forward to the return of Jesus Christ.

OUR MISSION

Our mission is to bring glory to God, to pattern our lives upon the teaching and ministry of Jesus Christ; to live in light of His return; to proclaim His Gospel, including the Seventh-day Adventist understanding of end-time events and prophecies; and to invite all people to be His disciples (Matthew 5:14; 24:14; 28:18-20; Colossians 3:23-24; Revelation 14:6-12).

OUR METHOD

Guided by the Bible and the Holy Spirit, we engage in our mission through Christ-like living, worshipping, serving, communicating, teaching, healing, and discipling.
OUR CORE VALUES

**Spiritual**
- The Bible as the normative authority for Christian life and belief
- The life and teaching of Jesus as the pattern for conduct and relationships
- A worldview based on divine creation of life and all physical reality
- Following a wholistic and healthy living
- Spiritual practices of Bible study, prayer, worship, and witnessing

**Ethical**
- Respect for the dignity and equality of human life by virtue of creation in the image of God
- Respect for all else in creation
- Accountability to God and each other manifested in biblical morality, integrity, honesty, and responsibility

**Relational**
- Love, compassion, and affirmation of worth towards others
- The building of trust in all relationships
- Respect for individuality, giftedness, creativity, and diversity
- Investment in the development and empowerment of others
- Commitment to a life of service
- Willing engagement in teamwork, collaboration, and collective decision making
“REACH UP TO GOD” expresses the importance of the encounter, the knowledge and the personal experience with the Lord of life. Reach Up is searching for God because we know that by nature we are separated from Him; we are not automatically with Him; due to our sinful nature we are drawn away from Him. Reaching Up is wanting His presence; it’s wanting to dwell in Him. The Bible affirms this truth. Jesus said: “This is eternal life: that they know you, the only true God, and Jesus Christ, whom you have sent” (John 17:3). We Reach Up to God through personal and corporate spiritual practices taught in the Word of God, including reading, meditating on, studying, and the sharing the Bible.

“REACH IN WITH GOD” means caring for each other as His family. It is the pursuit of brotherhood, of unity with our brothers, of acceptance, of communion and of brotherly love. It means offering forgiveness, shelter, and affection. It means to offer a home to those who are lost and alone, for those who have fallen away. By reaching in we are intentional in fostering discipleship and in building up the church in comfort, mutual listening, sympathy and love. Jesus said: “By this everyone will know that you are my disciples, if you love one another.”

“REACH OUT WITH GOD” captures the mission dimension of Christian life. We would like to reach out to others, starting with those who are closest to us, and continuing with those far away, by sharing love for and faith in God. As we reach out we take seriously the mission mandate given to the church and express our concern for the salvation of others following the method of Christ.

OUR STRATEGIC FOCUS AREAS AND OBJECTIVES

The strategic plan of the General Conference of Seventh-day Adventists groups its main objectives in three major areas defined as “Reach Up to God,” “Reach In with God,” and “Reach Out with God.” These three expressions capture well the three key areas of Christian life, God’s call for each believer.
To nurture believers in lives of discipleship and to involve them in service (RI/RO*)

KPIs**
1. Church members understand God’s mission and their part in it.
2. Church members express lifelong commitment to the church and personal, prayerful involvement in its mission.
3. Evidence of increased church-member involvement in service in the church and community.
4. Unions hold meetings on nurture, retention, and discipling.
5. Each union has a designated Nurture and Retention coordinator and a Nurture and Retention committee.
6. EUD departments collaborating with one another and in consultation with union leaders in creating materials that meet expressed needs in the areas of nurture, retention, and discipling.

Create a church atmosphere that fosters discipleship, lifelong commitment to the church, healthy inter-personal relationships, and spiritual gifts-based service (RI)

KPIs
1. Unity and mutual submission among individuals and people groups.
2. Reclamation of former and inactive members.
3. Pastor-church officer cooperation and teamwork.
4. Cross-cultural and cross-generational understanding and respect.
5. Implementation of comprehensive, widespread, and practical training in conflict resolution and reconciliation throughout the worldwide church.
7. Evidence that church members around the world recognize the need for, and support the roles of, organizational structure for the accomplishment of mission.
8. Widespread adoption of Seventh-day Adventist membership software to improve records of local church membership.
9. Believers see their pastor as helping them to use their time and talents in creative ministry.

Develop personal and public practices of regular bible study, prayer, worship, and witness (RU)

KPIs: Significant increases in the numbers of church members regularly engaging in:
1. Individual Bible study, by which we better understand God and His will for our lives and develop a personal relationship with Him.
2. Bible study in small groups.

Create a church atmosphere that fosters discipleship, lifelong commitment to the church, healthy inter-personal relationships, and spiritual gifts-based service (RI)

KPIs
1. Unity and mutual submission among individuals and people groups.
2. Reclamation of former and inactive members.
3. Pastor-church officer cooperation and teamwork.
4. Cross-cultural and cross-generational understanding and respect.

These abbreviations in brackets stand for the three major areas of objectives contained in the strategic plan of the General Conference, and show the way our strategic objectives inter-relate to those of the GC.

RU = Reach Up to God, RI = Reach In with God, RO = Reach Out with God.

KPI = Key Performance Indicator
Enhance the understanding and life-application of Bible doctrines as taught by the Seventh-day Adventist Church (RI)

**KPIs**

1. Significant increase in the understanding and acceptance of the church’s Fundamental Beliefs, and in particular of:
   - Salvation by faith (FB 10)
   - State of the dead and the power of prayer in the Great Controversy (FB 26, FB 11)
   - The church (FB 12, FB 14)
   - Second Coming (FB 25)
   - Creation (FB 6)
   - Sanctuary/Investigative Judgment (FB 24)
   - The nature of the Fundamental Beliefs as a whole as Bible-centered doctrines that reflect a loving, gracious God
   - Healthful living (FB 22)

2. An increased Sabbath School attendance as well as a growing number of bible study groups (Sabbath School action units).

Make all members better acquainted with Ellen White’s counsel, appreciating her prophetic ministry with a better understanding of the process of her inspiration and an adequate interpretation and application of her counsel for the twenty-first century (RU).

**KPIs**

1. Increased personal study of her writings.
2. Each church member reads one book of E. G. White per year.
3. Increased availability of her writings in different languages of our division.
4. Better understanding of the process of her inspiration.
5. Faithful interpretation and application of her counsel for the twenty-first century.

Mature a lifestyle that reflects a continuous personal relationship with Jesus Christ (RU)

**KPIs**

1. An increased number of church members engaged in biblically authentic spiritual practices such as prayer, meditation upon the life of Jesus and biblical themes, singing, spending time with God in nature, witnessing and service.
2. Significant increase in numbers of church members experiencing an improvement of the quality of their personal spiritual life.

Maintain a discipleship and mentoring focus in every leadership role of the church (RI)

**KPI**

Implementation of mentoring structures in the local church.

Practice Christian principles of life and resource management in all aspects of personal and organizational life (stewardship) (RI)

**KPIs**

1. Leaders of the church use/manage the financial resources of the church resources efficiently, effectively, and transparently.
2. Church members manage their wealth, time, health, talents, etc. in order to support God’s mission.
EMPHASIS ON MISSION AWARENESS AND INVOLVEMENT

Encourage our believers to be involved in the life of the communities they are part of in order to serve and be a blessing (Christ’s method – see p. 15)

KPIs

1. Every union is actively engaged in the training of pastors and church members in being involved in community service, building bridges of confidence to people in their environment, and share their hope in Christ.

2. Every union/conference is engaged in training its members in an effective personal ministry of sharing the biblical message of salvation for our time.

3. The unions and conferences develop and implement systematic strategies for witnessing, church growth, and nurture of new members.

4. Church members will be equipped with and use publications as means of spreading the gospel.

To enhance Adventist outreach and presence in large urban areas throughout the Division

KPIs

1. Encourage and facilitate the establishment of one center of influence by each local church in urban areas.

2. Church members are motivated to dedicate part of their time
to be volunteers in different centers of influence according to their gifts.
3. Improved ratio of membership to population in all urban areas of one million people or more.
4. Improved ratio of worshipping groups to population in all urban areas of one million people or more.
5. Institutions actively assisting with mission initiatives in urban areas of one million people or more.

To increase the involvement of women in the life and mission of the church (RI/RO)

KPIs
1. Increase education and training opportunities for women to enter ministry and other leadership roles.
2. Increase placement of women in leadership role of the church.

Affirm children and youth as part of the church family and involve them in church life and mission (RI)

KPIs
1. Children are involved in the life and mission of the church.
2. Young people are trained for and engaged in the leadership of the church.
3. Youth departments at every level are working in collaboration with young people to develop wholistic mission initiatives, which are created, planned, and implemented by young people.
4. Increased resources at every level for ministry by youth.
5. Mission-focused social media and mobile device applications designed and widely used by young people.
6. All denominational organizations, including local churches, involve young people in decision-making forums, in the implementation of programs, and in preparation for leadership roles.
To create an increasing awareness in church members that they are part of a worldwide mission.

KPIs
1. Partnerships created between selected institutions and mission initiatives in the 10/40 Window.
2. World mission offerings have increased at a rate comparable to the rate of increase in tithes.
3. Increase in number of church members prayerfully participating in outreach.

To plant new groups of believers in all parts of the division.

KPI
Each union has a five-year plan for achieving a 30 percent increase (over five years) in the number of new groups of believers.

To increase the engagement in mission among the increasing number of people from non-Christian religions and belief systems

KPIs
1. Increased financial resources dedicated to specific mission activities among people of non-Christian religious groups.
2. A growing number of mission project directed towards reaching non-Christians.

To evaluate and realign resources in order to strengthen the means available for mission in unions.

KPIs
1. Allocations for mission to unions are increased.
2. Increase of 30 percent in volunteers serving in various mission projects in and outside of the division.
EDUCATION
Provide access to Adventist education with an emphasis on primary through secondary levels (RI)
  
  **KPI**
  Increased number of kindergartens, elementary and secondary schools near to densely populated areas.

Operate education institutions as community service and outreach endeavors (RO)
  
  **KPI**
  Existing education institutions of the church are centers of influence for the surrounding communities.

Address the viability of theological training institutions (RI)
  
  **KPI**
  The human and financial resources of the existing theological institutions are used in the most efficient way.

Ensure adequacy of age referenced theological education in all schools (RI)
  
  **KPI**
  Education institutions are provided with materials for theological and religious education that are age appropriate.

To foster among teachers and students in denominational institutions, and pastors an increasing appreciation for and insight from a study of Scripture that uses the historical-grammatical method of interpretation and those of the historicist approach to understanding apocalyptic prophecy.

  **KPIs**
  1. College and University Bible classes that successfully build confidence in the Bible as divine revelation, trust in God, and commitment to His mission.
  2. Teaching in our seminaries that inspires students and pastors to study the Bible more deeply and systematically.
  3. Pastors and seminary students see new ways in which biblical truth in general and our distinctive beliefs in particular are relevant for the church and society of 21st Century.
Highlight the role and responsibility of families in the education of children for here and eternity and provide training and resources that enhance the spiritual life of families (RI/RO)

KPIs
1. Families are aware of their responsibility in the spiritual education of their children.
2. Develop/circulate education, training, and resources for parenting.
3. Develop/circulate education, training, and resources for family spiritual practices.

Make available pre-marital and marital education including abuse prevention (RI)

KPIs
1. Pastors are trained and equipped for family ministry.
2. Church members are aware of issues concerning abuse and educated in abuse prevention.
3. Couples that get married in the church receive pre-marital counseling.

Organize family-friendly church services and programs (RI/RO)

KPIs
1. Increased awareness and competency in dealing with cross-generational relationships.
2. Increased attendance of families at church services.
3. Church programs are attractive for children and families.
Emphasize wholeness by addressing physical, social, mental, and spiritual health (RI/RO)

**KPIs**
1. Information and training on wholistic health and disease prevention is provided to church members, pastors and students of Adventist schools.
2. Church members understand and practice a healthy lifestyle as part of their spirituality.
3. Increased awareness in the church concerning mental and emotional health.
4. Churches use the “Health Emphasis Day” as means of encouraging a whole healthy living.

Maximize the public relevance of the Seventh-day Adventist health message (RO)

**KPIs**
1. Health ministries leaders, medical professionals, health institutions join in presenting the scientific relevance of the Adventist health message and its answer for global health challenges of today’s society.
2. The Communication Department and media venues actively present the benefits of Adventist health principles and lifestyle.

Apply Christ’s method of reaching people (RO)

**KPIs**
1. Church members manifest God’s love in compassionate caring for all, including the sick, poor, and disadvantaged.
2. Each church is a “Center of Hope and Healing” providing seminars, support groups such as addiction, depression recovery groups, etc., health screening and activities that help people with life issues.

Healthcare institutions, in addition to their core business, provide community service and engage in outreach endeavors (RO)

**KPIs**
1. Each healthcare institution organizes at least one community service activity per year in the area they serve.
2. Employees of healthcare institutions are involved in outreach activities of the church.
To optimize communication plans and methodologies so as to empower the work and witness of the church

**KPIs**

1. All organizations and church members understand strategic mission priorities of the General Conference, division, union, local conference, institutions, and local church.
2. Every organization has a communication plan by which members and organizations in its territory will understand mission priorities and know how they can participate in them.
3. All board members, administrators, and employees of institutions understand and embrace their roles in denominational structure and mission.
4. Mutually beneficial relationships are created between media centers, local churches, and their pastors, such as “Hope Centers.”
Integrate print, digital, and broadcast media in the development and marketing of resource materials for the church (RI)

KPIs
1. Key persons of different areas are brought to the same table in each union or language group.
2. A common media strategy is developed for certain territories.

Maximize the use of media in the church’s outreach initiatives and in membership nurture (RI/RO)

KPIs
1. Leaders and churches are trained in the use of current media.
2. Creative and experimental use of media in outreach and for denominational purposes are encouraged.
3. Dialogue with other faith-based groups and organizations is enhanced in order to advance mutual understanding.
Encourage deliberate interaction with neighbors and communities and intentional application of Christ’s method of ministry (RO)(see p. 9 and p. 15)

KPIs
1. Increased awareness of community issues and needs of people or groups.
2. Church members dedicate time and resources to positively impact the lives of people living around them being witnesses of God’s love for them.
3. Cooperation with other agencies/bodies that provide services to the needy.
4. Appropriate interventions, facilities, and services are implemented to alleviate suffering, inequalities, and injustice.

Engage in advocacy for social justice on behalf of the poor, the disadvantaged, and those in crisis (RO)

KPIs
1. Church members are educated on social responsibility.
2. Materials are in place to train members on social issues.
3. SDA schools include in their curriculum courses on “Social Responsibility.”

Advance the understanding of and protection for God-given human rights and religious liberty for individuals and organizations (RO)

KPIs
1. Church members are informed about the purpose and scope of the activities of PARL department.
2. Church members are willing to defend God-given religious freedom.
3. The concept of religious liberty is promoted and defended in the public arena (political, legal, and educational).