

# EASE Strategic Direction Report 2026

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The EASE Strategic Direction Report 2026 outlines the organisation's long-term vision, strategic priorities, and institutional roadmap for sustainable growth and measurable community impact. This report defines how EASE will strengthen education, economic empowerment, agriculture, health, and digital readiness across The Gambia over the coming years.

## Strategic Priorities

### 1. Expand Inclusive Education & Digital Readiness

EASE will scale scholarship programmes, adult education initiatives, and skills development training, with increased emphasis on digital literacy and responsible AI use. The organisation aims to equip youth with future-ready competencies while promoting digital safety and mental wellbeing.

### 2. Strengthen Sustainable Agricultural Systems

We will expand climate-smart farming practices, youth agripreneurship, and market access initiatives to enhance food security, environmental sustainability, and rural income stability.

### 3. Promote Economic Empowerment & Enterprise Growth

EASE will deepen financial literacy training, entrepreneurship support, and access-to-capital mechanisms, integrating digital and AI-enabled business skills to prepare entrepreneurs for the modern economy.

### 4. Advance Community Health & Wellbeing

The organisation will strengthen preventive healthcare, nutrition education, maternal and adolescent health, and mental health awareness, ensuring holistic community wellbeing.

### 5. Institutional Strengthening & Governance Excellence

EASE remains committed to transparent financial management, structured monitoring and evaluation, safeguarding systems, and digital transparency tools to ensure accountability and stakeholder trust.

## 6. Strategic Partnerships & Resource Mobilisation

The report emphasises collaboration with local communities, educational institutions, civil society, private sector partners, and international donors to amplify impact and scale sustainable solutions.

### Governance & Organisational Development

The Strategic Direction Report also outlines EASE's governance framework, leadership structure, financial oversight mechanisms, and commitment to continuous improvement. It details performance monitoring systems, impact measurement processes, and adaptive management approaches to ensure long-term effectiveness.

### Commitment to Sustainable Impact

The 2026 Strategic Direction positions EASE as a community-rooted yet forward-looking organisation, integrating education, agriculture, economic empowerment, health, and digital innovation to build resilient, self-reliant communities across The Gambia.