

Annual Report 2025

Introduction

In 2025 **Good people** (under the brand name **Good people for Change**) continued its strategy of promoting fundamental universal values while focusing on the need to strengthen democratic resilience among youth in Denmark. This is underpinned by the belief that raising awareness, enhancing understanding and fostering engagement with the youth in particular (and local communities in subsidiary) has the potential to foster a better future.

The activities proposed and ultimately organised in 2025 are a direct manifestation of **Good people's** *aware – understand – engage* principle of action towards a better world. Interactions were planned along the methodology of engagements moderated and guided by **Good people**, which take place in the form of a free dialogue, with the youth in Denmark becoming active owners of the dialogue themselves. Likewise, the methodology entails connecting directly with young activists experiencing challenges to their freedom and democracy firsthand in other countries. This offers youth in Denmark an unmediated opportunity to gain closer insight into these contexts, enhancing the connection through peer-to-peer experience and thus deepening it. Last but not least, a core DNA of **Good people** has been using art and culture towards creating the *aware – understand – engage* action that has the great potential of creating an emotional and thus in-depth engagement.

Engagements in 2025

On the basis of its previous experience at Denmark's democracy festivals, **Good people** prioritised engaging at the Youth Festival (Ungdommens Folkemøde). There, in cooperation with the festival, it planned a comprehensive engagement on strengthening democratic resilience among youth in Denmark, including a number of moderated talks and art installation, the launching of a Danish Youth for Freedom Award and a concert. In light of delayed funding discussions with an interested funder, ambitions had to be scaled down. This led to organising a talk on the situation of women and girls in Afghanistan. The talk was arranged in partnership with the (then) Danish-Hazara Foundation – DAHAF (currently the Hazara-Danish Foundation – HADAF) and the artist and activist Zara Wali. Moderated by **Good people's** own Ivan M. Nielsen, the talk was accompanied by a performance by Zara Wali and an art installation (Chair upon Chair, a symbolic representation of finding safety through culture in times of and fleeing war and oppression), which was set up throughout the

two days of the festival. The talk was attended by over 50 students and was deemed 'the most touching event' in the festival by a participating teacher.



The success at Ungdommens Folkemøde indicates that **Good people's** strategy and methodology are well positioned to yield the results as envisaged. This also led **Good people** to include in its strategy for 2026 exploring engagement with the educational environment, along the concept outline designed for Ungdommens Folkemøde, i.e. on themes responding to current human rights and geo-political challenges and that are meant to foster democratic resilience among youth in Denmark. Wherever possible, **Good people** will include continue to include in its activities young activists from specific relevant contexts, such as Ukraine, Syria, Iran and Afghanistan, as well as modalities likely to create an empathetic connection (film, photography and similar cultural engagement/installations).





Organisational and Administration Issues

Throughout 2025, **Good people** continued its institutional consolidation processes. The expansion of the website and of organisational protocols and systems also continued and include preparations for the implementation of digital accounting from the beginning of 2026.

Against the postponed resource mobilisation, both **Good people's** activities and the running of the organisation took place smoothly primarily due to time commitment and in-kind contributions by **Good people** members and collaborators. Relevant key interlocutors in Denmark, such as Ungdommens Folkemøde, have welcomed **Good people's** participation in their festival and have already invited us to be part of the 2026 edition with an as large footprint as possible. At the same time, **Good people** continued to receive requests to collaborate from Armenia and Moldova.