

Together for Wellbeing 2030

Scaling quality psychosocial support through education systems

Crisis-affected children and youth face compounding stress, trauma, and disrupted learning. While demand for Psychosocial Support (PSS) in education is rapidly increasing, the ability to deliver quality, evidence-based support at scale remains limited.

Background

Together for Wellbeing 2030 (TfW30) builds on NRC's flagship intervention, the Better Learning Programme (BLP), to address this gap. It shifts from short-term, project-based delivery towards engagement with local systems and actors, positioning NRC as an enabler of a broader systems-based approach. Through this model, national and international partners are supported to reach more children and youth with high-quality PSS, extending impact beyond direct NRC implementation.

At the end of 2025, an estimated 117.8 million people were forcibly displaced worldwide, including approximately 45 million children, with millions more young people affected. According to the World Bank and WHO, 1-in-5 people including children and young people in fragile and conflict-affected contexts suffer from mild to severe mental health conditions

NRC as enabler & implementer



The initiative is planning to reach:

2M & **55**
children & youth Partners



Funding needs to achieve the goal:

6.9M €



1,000,000 €
is secured so far



What is the White Label Approach?

The White Label Approach (WLA) is a core partnership modality under Tfw30. It enables partners to adapt and use BLP methods within their education programmes, under their own branding, while maintaining evidence-based standards. Through technical support, quality assurance, and shared learning, NRC supports partners to adjust locally, sustain, and expand PSS in education.

Why the White Label Approach works?

As needs outpace the reach of any organisation, the WLA offers a scalable and sustainable alternative to traditional project delivery. It enables evidence-based PSS to scale with quality by embedding it within existing education systems, while ensuring local ownership through partner-led adaptation. This reduces risks by providing structured guidance to prevent harmful or inconsistent adaptations, and strengthens sustainability by ensuring capacity and tools remain with partners beyond NRC funding.

Piloting the White Label Approach

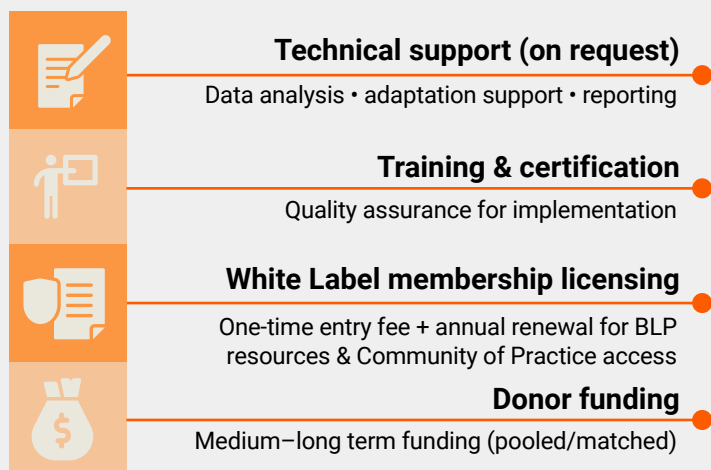
In 2025, NRC started piloting the WLA with **14 partners** globally: **10 local partners, 2 Ministries of Education, an international NGO, and a university center**. Initial learning is shaping how the WLA can scale while safeguarding quality and local ownership.

"We are grateful for the WLA process and the support of your methodology, which offers both inspiration and a solid foundation for our work. Your leadership and partnership have been truly strengthening" CEO - Poland

What Donors Make Possible

- **Expand reach:** More children and youth access quality PSS through education
- **Build local capacity:** Teachers and partners are equipped to sustain delivery independently
- **Strengthen systems:** PSS becomes embedded in national and humanitarian education approaches
- **Drive learning:** Evidence from implementation improves practice and informs policy
- **Multiply impact:** Investments go further through strong local and international partnerships

How the initiative can be sustained



Who this model supports



Seed funding enables scale and implementation, while partner contributions help sustain delivery.