

Strategic Plan *2014-17*



EUROPEAN STUDENTS' FORUM

FOREWORD



Dear network,

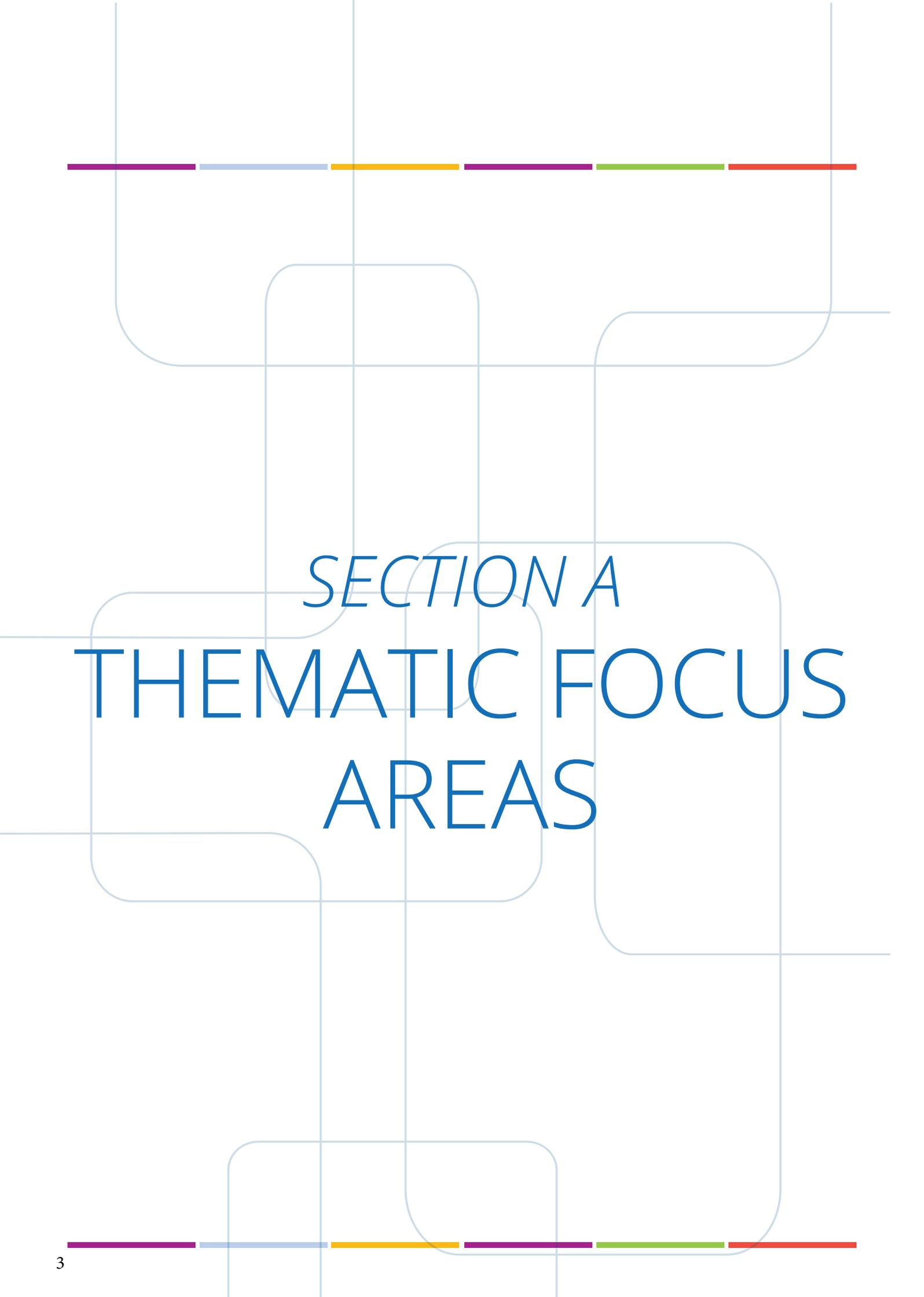
In your hands you have the Strategic Plan 2014-17, which includes the challenges we have assumed as an organization for the next three years. This is a very important document because it shall guide the steps of AEGEE in the mid-term, and will serve to unite our efforts and to achieve more by cooperation and team work.

It is divided in two sections. The first one contains the four thematic focus areas (Spreading Eurooptimism, Youth Employment, Youth Mobility, and Civic Education), and they will have to be developed through the respective Action Agenda for each one of the three years. The second section identifies different organisational areas that need improvement, and defines milestones to each one of them, helping to create a strategy for growth and improving our internal processes.

This document is the result of the work of many AEGEEans who contributed online and at the Planning Meeting in Genova in September 2013. The work included research, analysis and internal discussion on how relevant each topic was for Europe and for AEGEE. The final version was discussed and finalised by Agora Zaragoza, and later ratified by acclamation in the closing plenary. All involved people deserve recognition for their contribution, and also AEGEE-Genova has to be thanked for hosting the Planning Meeting.

We as Comité Directeur are proud of this document and we hope it will be a tool to make AEGEE's contribution to improving Europe bigger and stronger. But in the end, it will all depend on the commitment of our members to transform these ideas into actions that have an impact in society.

Miguel Gallardo Albajar
Projects Director
Comité Directeur 2012-14
Dare to change – Together we can



SECTION A
THEMATIC FOCUS
AREAS

THEMATIC FOCUS AREAS

Focus Area I

SPREADING EUROPTIMISM

AIM *Reconnect young people to the European project and create solidarity bonds among them.*

In the last years the European project has faced a severe loss of popularity and its citizens are even questioning its viability. Lately, only the negative aspects are being voiced, leaving aside all the benefits that a strong European Union can have for our continent. This creates a dangerous trend, since it stops the process of European integration and weakens the influence of the EU and its values in other European countries. The lack of solidarity among European citizens and among Member States dramatically endangers the European project. This Focus Area will first target the young people who are not interested in Europe; and second, it will also target young citizens who do believe in the European project, but are disappointed with the way it is being built right now. With this focus Area, we want to provide them with space to share alternative visions of the European project.

Focus Area II

YOUTH EMPLOYMENT

AIM *Ease the transition from the education system to the labour market for young Europeans.*

Youth unemployment worries many national governments as well as European institutions. Unemployment rates peak at over 50% in some regions or even in whole countries, causing instability and creating the conditions for a “lost generation”. AEGEE will work against this by reducing the existing barriers between education system and labour market while, at the same time, we will lobby for the adoption and implementation of necessary measures to fight the causes of this long crisis and also to mitigate its effects.

THEMATIC FOCUS AREAS

Focus Area III

YOUTH MOBILITY

AIM *Identify, reduce, and remove barriers to youth and student mobility.*

One of the basic principles of the European Union is freedom of movement. However, this principle does not work fully in reality, where people still face different problems such as visas, administrative barriers, limited financial resources, reduced number of opportunities... Youth mobility covers different aspects of the life of young people, be it education, volunteering, work or leisure. AEGEE can participate in the implementation of various mobility programmes and provide expert knowledge on practical aspects our members face when dealing with mobility issues. Moreover, the focus on accessibility and quality of these programmes is essential for AEGEE.

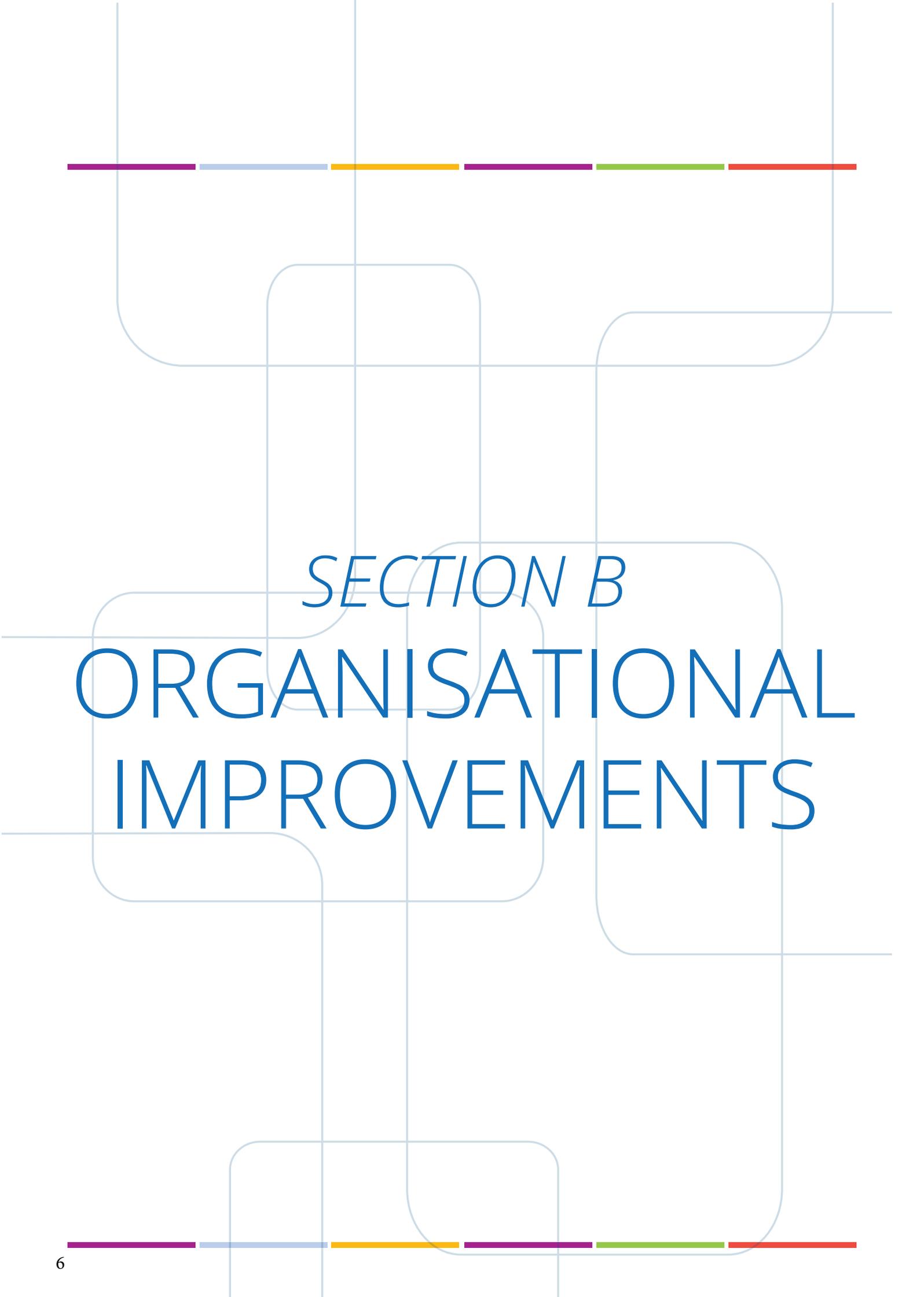
Focus Area IV

CIVIC EDUCATION

AIM 1 *Increase the civic competences of AEGEE members, enabling them to become responsible citizens.*

AIM 2 *Put civil education on the political agenda on all levels*

This focus area stresses the need to foster a culture of active participation and responsibility among citizens. Civic education addresses knowledge, skills and attitudes in fields such as human rights, democratic participation, intercultural communication and sustainability. AEGEE already contributes to the development of responsible citizens through nonformal education in its actions, but we see the need to include those competences in the educational curricula in the European countries in order to reach all citizens. Therefore, AEGEE actions have to go in two directions. First, reinforcing and coordinating our internal work on these fields, in order to have a bigger impact on our members; second, putting on the political agenda the inclusion of civil education in curricula.



SECTION B
ORGANISATIONAL
IMPROVEMENTS

ORGANISATIONAL IMPROVEMENTS

1. Participate actively in the advocacy and policy processes in the fields related to our Focus Areas.

- **By August 2015**, AEGEE has to prepare a position paper in each one of the Focus Areas;
- **By August 2016** Advocacy has to be started in at least 50% of the Focus Areas;
- **By August 2017** an evaluation report of the process has to be ready.

2. Increase the funding from companies and private donors (including foundations).

- **By August 2015**, the final income from private donors in the financial report 201415 should be 10% bigger than the one of the financial report 201314;
- **By August 2016** the final income from private donors in the financial report 201516 should be 20% bigger than the one of the financial report 201314;
- **By August 2017** the final income from private donors in the financial report 201415 should be 30% bigger than the one of the definitive budget 201314.

3. Increase Financial Contribution of AEGEEEurope to Statutory Events.

- **By August 2015**, analyse the situation together with the organisers of previous Agorae and get an overview of the situation in other organisations and prepare a roadmap to increase the financial contribution of AEGEEEurope to statutory events;
- **By August 2016** implement the agreed roadmap;
- **By August 2017** evaluate the new situation and suggest potential improvements.

4. Diversify and Increase the Overall Income of AEGEE-Europe

- **By August 2015**, conduct a research on all the possibilities of the budget and create a database of funding opportunities. Evaluate the possibility to apply for big scope grants under the frame or ERASMUS+ and present the annual evaluation to the Network;
- **By August 2016** Evaluate the possibility to apply for big scope grants under the frame or ERASMUS+ and present the annual evaluation to the Network;
- **By August 2017** Evaluate the possibility to apply for big scope grants under the frame or ERASMUS+ and present the annual evaluation to the Network.

ORGANISATIONAL IMPROVEMENTS

5. Reduce financial risks in AEGEE by professionalising accountancy

- **By August 2015**, a testing phase of the the accountancy of AEGEEEurope being out-sourced to a professional has to be run, to reduce the financial risks of the association;
- **By August 2016** an evaluation of the testing phase has to be done and a proposal to update the financial rules of AEGEEEurope according to the results of this evaluation has to be presented.

6. Establish Secretariat.

- **By August 2015**, have a finalized concept agreed with the Network about the need and implementation of a Secretariat, clarifying tasks of Comité Directeur and Secretariat, and reconsidering number of Members of the Comité Directeur;
- **By August 2016** implement the concept agreed in 2015.

7. Increase the quality and the accessibility of our training system by establishing more adequate training courses and materials.

- **By August 2015**, a research about the needs of the European Level bodies has to be completed;
- **By August 2016** a pool of trainers with full geographical coverage of Europe has to be created;
- **By August 2017** a complete database with training materials and manuals has to be established.

8. Establish a new online membership system for AEGEE by implementing the specifications of the Online Membership System developed by Information Technology Committee.

- **By August 2015**, implementation of the remaining modules has to be completed;
- **By August 2016** Evaluation of the OMS, including a survey to users, has to be presented to the Agora and a follow up plan for continuous development has to be ready;
- **By August 2017** Implementation of the follow up plan has to be finished and a needs analysis for further development conducted.

ORGANISATIONAL IMPROVEMENTS

9. Improve sustainability of AEGEE activities.

- **By August 2015**, Guidelines for Green SUs have to be ready and a pilot phase has to be run including 10% of the SUs in 2015. A zero count (collection of data about impact of events) has to be finished and the results presented in Spring Agora 2015, where targets will be presented;
- **By August 2016** a Zero Impact event has to take place and the results have to be presented together with the results of the targets for zero events in the 2015/16 period and new targets for the last year of the SP;
- **By August 2017** evaluation has to be ready and a proposal for improving the overall ecological impact of AEGEE has to be presented at the Spring Agora 2017.

10 Improve the quality of AEGEE as a Non Formal Education Provider.

- **By August 2015**, implement quality assurance framework of the European Youth Forum (YFJ) through the Events Committee and ensure proper quality assurance of AEGEE events;
- **By August 2016** having finalised an internal tool for validation of Non Formal Education of our members;
- **By August 2017** prepare a booklet presenting the work and strategy of AEGEE in the field of NFE.

11 Establish a knowledge management system for all European bodies, including the AEGEE history.

- **By August 2015**, an AEGEE Wiki (knowledge database) has to be implemented, and it should be evaluated whether its content serves AEGEE's needs by a survey to the users.

ORGANISATIONAL IMPROVEMENTS

12. Introduce gradually Impact Measurement.

- **By August 2015**, use coherent impact measurement for all trainings and other events coordinated on European level, and have a database where results are coherently stored;
- **By August 2016** have tools developed to measure the impact of local events, as well as a database of how to store them;
- **By August 2017**, evaluate the implementation of the Impact Measurement System used in the Network.

13. Improve Status of Volunteers.

- **By August 2015**, have a finalized concept agreed with the Network about recognizing and valuing the role of our volunteers in AEGEE, referring to the AEGEE Charter of Volunteers, with its financial implications.
- **By August 2016** the concept has to be implemented in the Network.

