

AEGEE-Europe / European Students' Forum

Activity Plan

Comité Directeur
2012-2013



Dare to Change – Together We Can!

Introduction to the Activity Plan of Comité Directeur 2012-2013

Dear Network,

As you know, the new Comité Directeur has started its term full of motivation and energy, striving to contribute to the growth of our beloved association. Today we present to you our Activity Plan for the year. This document contains our ideas, initiatives and actions which we think are exactly what AEGEE needs in this moment.

We will start with the perception which CD 2012-13 has of the association and carry on with our vision of what we as CD would like AEGEE to become in the future.

The third section is our vision of Europe which CD 2012-2013 is working for and we would like to see AEGEE striving for. This is how your new Board of Directors would like to see Europe in the future.

Finally we have all the initiatives which we would like to start this term. We believe that by making these come true, we will contribute one more step to the development of the association and of Europe.

To the end this document, you will find our Code of Conduct for working together with you, our Network.

With all these steps we want to give you an insight of our work this year. We really hope that you will participate actively, fight, innovate, and create. Most importantly, dare to change, because together we can!

Your Comité Directeur 2012-2013

Anna, Beata, Kathrin, Lucille, Luis, Miguel and Pavel

Our current perception of AEGEE



The AEGEE we see nowadays struggles to be perceived as a serious organisation because its strengths are sometimes secondary to the most visible part of AEGEE, young people who want to travel, have fun and meet other young people around Europe. Although this is valid, it should not be the main point of the organisation, but a side effect of all the activities we are doing.

All the hard work at the local level remains unknown inside and outside our network, and we are lacking a strong connection between our locals and the European Level.

In our opinion AEGEE members are currently not exploiting fully the opportunities of learning and self development which AEGEE offers them. Only a small amount of AEGEE members contributes fully towards our aims, which are not formulated very clearly, and we are far from reaching the potential AEGEE has.

Our Vision of AEGEE



The Comité Directeur 2012-2013 believes that AEGEE should become and be recognised as a coherent network of activists, which is involved in the creation of a united and strong Europe, free of artificial borders. Therefore, we believe that our actions should all contribute to the higher mission of creating active and responsible European citizens and future leaders, ready to represent the interest of students and young people in Europe and to advocate for their needs, shaping the Europe we dream of.

Obviously the Comité Directeur 2012-2013 sees the need to have fun while working in our organisation. We think it is a key element to our identity, but it should not be confused with our main purpose.

Our Vision of Europe

CD 2012-2013 envisions a united Europe without borders or barriers. This Europe does not consist of 27 members states, but it is a strong political union between all European nations where national priorities are second to common interest and there are no conflicts between countries and nations because of their past. European economy should be a really integrated union based on solidarity.

It is a Europe of citizens and not of politicians. All citizens and especially all young people have the same rights and opportunities regardless of the country they live in. We dream of a participative society where citizens both feel responsibility for their communities and have the opportunity to actively participate in decision making processes. The opinion of young people as the future generation is heavily taking into account by policy makers.

Our Europe is free of prejudice and represents a place for dialogue where diversity is embraced as a source of richness. Europe should take an active role and responsibility in conflict resolution around the world. It is a role model for democracy and human rights and a worldwide recognised economic and political power.

In our Europe, we have a common and inclusive system of higher education which reflects the needs of society. Non-formal Education and Volunteering as a tool for it are included in the educational system and strongly recognised, supported and encouraged.

Our Europe is creative, innovative and dynamic. Entrepreneurship and initiative are valued and economic development does not compromise the future of the environment, our natural resources and sustainability.

Strengthening AEGEE's Thematic Dimension

1. Transform the Summer University Project into a European mobility programme

The Summer University Project is the most successful project in AEGEE's history. We think that the opportunity to attend a Summer University should be offered not only to AEGEE members, but be extended to all young people, because such an experience can play a crucial role in their development as European Citizens. Content-wise, the Summer Universities should continue the process to become more connected with the aim of AEGEE and play a more educational role.

Responsible: **Pavel**

Timeline:

- ★ **At Agora Budapest:** Present a proposal to open Summer University to all young people in Europe.
- ★ **Before Christmas:** Work closely with Working Groups and Projects to further strengthen the content of our Summer Universities.
- ★ **Before EBM:** Launch the Summer University promotion campaign in countries where AEGEE is not present or strong enough.
- ★ **After Agora Rhein-Neckar:** Monitor the development of the content within the Summer Universities, together with SUCT.

2. Initiate a project focused on the European Elections 2014

In 2014, the European Union will hold elections for the European Parliament. In this context, the we will start the process and monitor the development of a project that involves the whole network (EU and non-EU), in order to achieve internal mobilisation and external visibility.

Responsible: **Miguel**

Timeline:

- ★ **Before Agora Budapest:** Start the discussion in the Network.
- ★ **Before Christmas:** Set up a team.
- ★ **Before EBM:** Develop the project and get feedback from the Network. Hand in one or several applications for grants on 1st of February.
- ★ **At Agora Rhein-Neckar:** Approval as AEGEE-Europe Project.

3. Introduce Policy Officers

In order to represent AEGEE's opinion on key topics externally, we will develop our policy strategy. For this, we will introduce Policy Officers whose task it will be to create one or several position papers through a consultation process of our Network together with an appointed CD member.

Responsible: **Lucille**

Timeline:

- ★ **Before Agora Budapest:** Select and train the new team of Policy Officers.
- ★ **Before Christmas:** Define the topics on which AEGEE's position is needed.
- ★ **Before EBM Valletta:** Research and establish a discussion with our internal WGs and projects as well as with external platforms, attend conferences relevant to the topic, and start gathering information on the opinion of the members through online consultation.
- ★ **Before July:** Organise consultation conferences in order to draft the position papers and prepare their final version. Prepare a KT document for next year.

4. Reinforce the collaboration among all bodies in AEGEE

We believe that a common vision and closer cooperation among AEGEE's bodies will make their work easier and solve communication problems. This accounts for administrative work as well as thematic work, which will benefit from a close collaboration of Working Groups, Projects, ACT Committee and Network Commission and this way strengthen the thematic work of the locals.

Responsible: **Miguel**

Timeline:

- ★ **At Agora Budapest:** Meeting of the organisational bodies of AEGEE for team building and creating a common vision.
- ★ **At EBM Valletta:** Meeting of the Working Groups and Projects, together with ACT Committee and NetCom, for exploring possibilities of cooperation and synergies.
- ★ **At Agora Rhein-Neckar:** Based on the experience gathered in the previous meetings, a third meeting will be proposed.

5. Consolidate the new concept of a thematic and inspiring EBM

We are strongly determined to organise and promote the EBM as an inspirational space for exchanging ideas and discussing important European matters. We will develop a coherent programme around one single topic which will be relevant for the whole network and related to all of the Focus Areas of the Strategic Plan 2011-2014.

Responsible: **Miguel**

Timeline:

- ★ **Before Agora Budapest:** Apply for Youth in Action Programme Action 5.1 on 1st of October through the Maltese National Agency. Select speakers and draft the programme.
- ★ **Before July:** Create a results booklet and present it to our stakeholders.

6. Prepare a results booklet for the 25th anniversary of the Summer University Project

This year our most visible project, the Summer University, celebrates its 25th anniversary. We believe that it deserves a booklet to compile the results and the impact of the project alongside its history, in order to present it properly to our stakeholders.

Responsible: **Pavel**

Timeline:

- ★ **Before Agora Budapest:** Prepare the content of the booklet.
- ★ **Before Christmas:** Design, print and present the results booklet.

7. Organise at least two stakeholder meetings in Brussels

We believe it is crucial to organise at least two stakeholder meetings in Brussels in order to present the result of AEGEE's work and give our association a bigger visibility.

Responsible: **Kathrin**

Timeline:

- ★ **Before Christmas:** Organise the first stakeholder meeting, preferably presenting the results of 25 years of the Summer University Project.
- ★ **Before July:** Organise the second stakeholder meeting, preferably presenting the results of EBM Valletta.

8. Organise one youth conference in Brussels

To stress the presence of AEGEE in Brussels, we want to organise at least one conference in Brussels. This meeting should gather AEGEE members, other stakeholders of civil society, and politicians. They will debate current youth and European issues, and encourage young people to develop their opinion and later on their projects on the topics addressed.

Responsible: **Lucille**

Timeline:

- ★ **Before Christmas:** Define the concept of the conference.
- ★ **Before EBM Valletta:** Prepare the logistic organisation and look for speakers and partners
- ★ **Before July:** Implement the conference and give visibility to its result.

9. Organise a conference of international youth NGOs, encouraging their participation in the Structured Dialogue for Youth during the Irish EU Presidency

During this event, which will be co-organised with the European Youth Forum, we will launch a European Working Group on the Structured Dialogue for the first time in the history of the EU, giving International Non Governmental Youth Organisations (INGYOs) the possibility to give their input and participate in the resolutions and recommendations given by young people to the EU Presidencies and the European Commission. We will organize an internal consultation to gather the opinion of AEGEE members.

Responsible: **Luis**

Timeline:

- ★ **Before Agora Budapest:** Apply for the Youth in Action Programme Action 5.1 on 1st of October through the Spanish National Agency.
- ★ **Before EBM Valletta:** Conference in February 2013 and results of Conference sent to European Youth Forum (YFJ).

Improve the Image of AEGEE Internally and Externally

10. Redefine AEGEE-Europe's identity

For some time already, AEGEE members are wondering what keeps us together and what is our identity and vision. We have realized that our heterogeneity is both a strength and a weakness, and we want to start a real process of consultation to the network in order to find a common answer to our identity as organisation. We will organise an online consultation, meetings during statutory events and a final Identity Meeting.

Responsible: **Lucille**

Timeline:

- ★ **Before Agora Budapest:** Launch the online consultation "What is AEGEE now?".
- ★ **Before Christmas:** Close the consultation on November 15th and analyse results.
- ★ **Before Agora Rhein-Neckar:** Launch the online consultation "What do we want AEGEE to be?".
- ★ **Before July:** Gather the results and organise a meeting to draft a new identity paper.

11. Introduce a new visual identity

We believe that improving the visual identity of AEGEE is crucial. With the current status, lacking a description of colors and fonts and guidelines for usage of the logo, it is hard to have a coherent visibility and external impact. We would like to create a visual identity (VI) with current logo and then start the long term process of developing a new logo for AEGEE.

Responsible: **Pavel**

Timeline:

- ★ **Before Agora Budapest:** Launch Open Call for proposals for the VI with current logo. Develop new VI with a team of members.
- ★ **Agora Budapest:** Present the VI and gather feedback from Network.
- ★ **Before Christmas:** Implement the new VI with our current logo.
- ★ **Before Agora Rhein-Neckar:** Launch Open Call for designers (internal and external) of a new logo.
- ★ **Before July:** Start the process of the creation of a new logo for AEGEE.

12. Improve communication channels of AEGEE: Introduce a newsletter and a new website

New rules for communication channels were developed last term with the Communication Guidelines. Now it is time to focus on how these channels are used. Our aim is to bring more information to our members and to the external world through various communication channels. The new aegee.org website for externals is the first step, which will be followed by restructuring the websites of our bodies and increasing our presence in social media. We will also launch an AEGEE newsletter to sum up happenings in the Network and youth related field, for our members and other interested people .

Responsible: **Pavel**

Timeline:

- ★ **Before Agora Budapest:** Launch new aegee.org page, develop the AEGEE blog on EurActive, issue first AEGEE Newsletter.
- ★ **Before Christmas:** Develop the AEGEE Social Media Strategy.
- ★ **Before EBM Valletta:** Implement new concept for the websites of AEGEE bodies.

13. Introduce Impact Measurement to AEGEE

Being able to measure the impact of AEGEE will help us with the redefinition of our identity and with creating stronger bonds between our members and AEGEE. Once we are able to measure our reach and impact we will be able to present our results and use them efficiently for corporate and institutional fundraising and targeted recruitment.

Responsible: **Miguel**

Timeline:

- ★ **Before Agora Budapest:** Develop a first concept of how to measure AEGEE's impact.
- ★ **At Agora Budapest:** Progress meeting and consultation with the Network.
- ★ **From Agora Budapest:** Implementation whenever possible and continuous collection and evaluation of results.
- ★ **Before July:** Gather the first results and present them to the Network and AEGEE's partners.

14. Propose an AEGEE candidate for the Board Elections of the European Youth Forum

AEGEE will propose a candidate from our Network to represent us in the Board of Directors of the European Youth Forum, the biggest representation platform for Youth in Europe. Elections will take place in November 2012, during the General Assembly of YFJ in Maribor. Having an AEGEE member in the board of YFJ will give us a chance to contribute more and have a bigger impact on the development of youth policies in Europe.

Responsible: **Luis**

Timeline:

- ★ **Before Agora Budapest:** Present the candidature of one of our members for the board elections of YFJ.

15. Restructure the concept of the Liaison Officers

In order to improve the efficiency of the position of Liaison Officer, we will restructure their work and task division, and make sure that they work in coherence with the policy officers.

Responsible: **Lucille**

Timeline:

- ★ **Before Agora Budapest:** Select the new Liaison Officers.
- ★ **Before Christmas:** Draft a common strategy between Liaison Officers and Policy Officers.

16. "Europe on track" initiative

This initiative consists of two teams of three people, each travelling around all Europe by train. Along the trip they have the mission of interviewing young people, filming and taking photos and exploring how young people want Europe to be in 2020. All these materials will be used later for an AEGEE media database, to enrich the debate on the identity of AEGEE and to create great promotion materials.

Responsible: **Pavel**

Timeline:

- ★ **Before Agora Budapest:** Select the teams and divide the regions. Set up a clear contract between AEGEE-Europe and the participants.
- ★ **At Agora Budapest:** Ideal beginning of the journey.
- ★ **Before Christmas:** Teams travelling all over Europe.
- ★ **Before EBM Valletta:** Create first wave of materials including results of the project.

Increase AEGEE's Financial Resources and Improve the Fundraising Strategy

17. Develop the Corporate Relations Committee and a common Fundraising strategy

In order to diversify the sources of income of AEGEE-Europe and to increase the part of the budget fundraised from corporate partners, the structure of CRC will be developed this year and together with it, the current fundraising strategy will be improved and developed further.

Responsible: **Kathrin**

Timeline:

- ★ **Before Christmas:** First meeting and training of CRC and creation of a database of possibilities for fundraising, contact possible corporate partners and exhibitors at the Study and Career Fair in Rhein-Neckar.
- ★ **Before Agora Rhein-Neckar:** Prepare the fair and its publication.
- ★ **Before July:** Second meeting of CRC and evaluation.

18. Diversification of the income of AEGEE-Europe

We are convinced that AEGEE-Europe can increase its income by diversifying its sources. Throughout the year, we will spend effort on the diversification of income on three levels: While Kathrin together with the CRC will develop further the corporate partnerships and sponsoring, Pavel will look for new grants that can be useful for AEGEE and Lucille will look for domestic funding and sponsoring in Belgium and France. We will also look for possibilities to increase our staff situation through European programmes like Erasmus and Grundtvig. All opportunities will be saved in a database of funding opportunities.

Responsible: **Kathrin, Pavel, Lucille**

Timeline: All year

19. Follow up on Erasmus for All

We will continue to advocate for the needs of youth organizations concerning the future European programmes for youth. After the report from the European Parliament and Mrs Doris Pack, where the importance of Non-formal Education and administration grants for youth NGOs have been recognized, we will carry on lobbying for a strong support of youth organizations, with special focus on the development of the new guide to the programme and no budget cuts from the original proposal.

Responsible: **Luis**

Timeline:

- ★ **Before Agora Budapest:** Participate in the consultation for the new guide of the programme, organised by the European Commission and the European Youth Forum.
- ★ **Before Christmas:** Carry on the lobbying before the final voting by the parliament in January.

20. Develop the official merchandising of AEGEE-Europe

In order to give more visibility to AEGEE, to increase the identification of our members with the organisation and to have an additional source of income, we will develop official merchandise items for AEGEE-Europe.

Responsible: **Kathrin**

Timeline:

- ★ **Before Agora Budapest:** Brainstorm of possibilities together with CRC and PRC. Prepare the first items to be presented at Agora Budapest.
- ★ **Before EBM Valletta:** Full development of the items and presentation.

Invest in Our Members and Strengthen the Human Resources of AEGEE

21. Introduce online trainings

We strongly believe that all our members deserve the same possibilities for self development and training. Therefore we intend to implement an online training system in cooperation with the Academy, the ITC, the HRC and other bodies in order to enable the members to enhance their knowledge of AEGEE and their skills in different areas.

Responsible: **Bea**

Timeline:

- ★ **Before Christmas:** Research regarding the needs and technical possibilities.
- ★ **Before Agora Rhein-Neckar:** Implementation in cooperation with Academy and ITC from the beginning of January 2013

22. Digitalise the AEGEE archives and create one coherent platform

We intend to create a coherent digital archive of the institutional memory of AEGEE, storing all documents in one place, in order to enable the members to have easy access to the archives.

Responsible: **Bea**

Timeline:

- ★ **Before Christmas:** Prepare the IT framework to have a common platform for all archives and recruit a team.
- ★ **Before July:** Make the archives available.

23. Establish a Knowledge Transfer Framework

Besides the digital archives, we will also establish an online database for knowledge transfer documents, storing already existing documents. Moreover, we will implement a standard process for handing over tasks which can be used in all of AEGEE.

Responsible: **Bea**

Timeline:

- ★ **Before Christmas:** Prepare the IT framework and develop a concept.
- ★ **Before EBM Valetta:** Prepare a guideline for handover.
- ★ **Before July:** Introduce the concept to AEGEE bodies.

24. Improve Internal Recognition of Non Formal Education

We would like to stress the importance of NFE for the development of our members. For this purpose, we want to start an analysis of the current impact of non-formal education, as well as develop an internal system of its recognition.

Responsible: **Lucille**

Timeline:

- ★ **Before Christmas:** Analyse the current state, together with relevant bodies.
- ★ **Before July:** Develop an internal system for recognition of non-formal and informal education.

25. Enhancing the cooperation with partner associations for common projects regarding Human Resources

We want to start a cooperation among European youth associations in order to find common solutions for problems with Human Resources underrepresented or weak areas in especially in AEGEE.

Responsible: **Bea**

Timeline:

- ★ **Before Agora Budapest:** Meet with ELSA and develop the idea of a common project.
- ★ **Before Christmas:** Involve other associations if possible.
- ★ **Before Agora Rhein-Neckar:** Organise a general meeting for further sharing of best practice and cooperation.

26. Create the Social Responsibility Fund for members with fewer opportunities

This fund aims to support AEGEE members facing financial difficulties to travel, giving them a chance to attend AEGEE and external conferences which are not accessible for them otherwise.

The money to the fund will be donated by AEGEE members and AEGEE partners and will be used exclusively for aforementioned purposes. As a start, each member of Comité Directeur will donate 10€ per month from his/her own subsistence.

Responsible: **Pavel**

Timeline:

- ★ **1st of September:** Establishment of the fund.
- ★ **Before Agora Budapest:** Develop the eligibility criteria to apply for support from the SRF together with Human Rights Working Group and Network Commission.
- ★ **Before EBM Valletta:** Select the first beneficiaries of the SRF.
- ★ **Before July:** Establish the base for a long term use of the fund.

Improve the Structural Organisation of AEGEE

27. Rethink the organisational structure of the Network

Currently the ever changing distribution of the network creates difficulties in cooperation among our locals. We believe that a more stable structure, like for instance coming back to the regions that existed in the past, will increase sustainability of our Network. Therefore, we plan to initiate a discussion on this topic to find a better solution for the organisational structure of the Network.

Responsible: **Bea**

Timeline:

- ★ **At Agora Budapest:** Progress meeting on the topic.
- ★ **Before Christmas:** Discussion at the Fall Network Meetings.
- ★ **At Agora Rhein-Neckar:** Present a proposal.
- ★ **Before July:** Implement the decision of the Agora.

28. Improve the working conditions of the Comité Directeur

The state of the head office physically and mentally affects the well-being of the members of the Comité Directeur and decreases the efficiency and quality of their work. Therefore we think that it is necessary to change the location of the head office of AEGEE-Europe in Brussels, and explore other options we have.

Responsible: **Lucille**

Timeline:

- ★ **Before Agora Budapest:** Find a solution for the improvement of the living and working conditions of the Comité Directeur, either by finding a new location of the head office or by renovating the house.
- ★ **At Agora Budapest:** Approval of the decision of the Comité Directeur.

29. Change the structure of the Head Office

We want to reform the Head Office in Brussels by introducing the concept of a Secretariat, with an employed Secretary and different interns for different purposes like Communications and PR, financial issues etc. This Secretariat will take over the administrative workload of the board.

Responsible: **Luis**

Timeline:

- ★ **Before Agora Budapest:** Research on legal technicalities for hiring person in Belgium. Get one assistant for communications. Follow up the European Volunteer Service (EVS) application done by CD 2011-2012.
- ★ **Before EBM Valletta:** Submit the application for another EVS.

30. Solve the issues with the registration in France

For several years, the registration of AEGEE-Europe in Paris hasn't been updated. We are planning to solve this problem by making sure that AEGEE-Europe's registration is updated not only in the Moniteur Belge, but also Paris. This will allow us to look for grants and possible financial support from France.

Responsible: **Lucille**

Timeline:

- ★ **Before Christmas:** Sort out the issues concerning the registration in France.

31. Restructure the financial management of the association

In order to ensure consistency and transparency of the financial data within the organisation, there is a need to start a number of initiatives:

- to create a main storage for all financial data (Financial Reports, budgets, manuals, any other specific reports), where everything is organised in accordance with the respective category and the time period, to reduce the probability of important financial information being lost, and to increase its accessibility.

- to automate a number of procedures related to the collection of financial data by creating different e-forms which are linked and integrated with each other.

Responsible: **Anna**

Timeline:

- ★ **Before Agora Budapest:** Research on how to organise the storage better.
- ★ **Before Christmas:** Create the storage, collect and organise the data.
- ★ **Before July:** Develop of different e-forms.

32. Install a new bookkeeping software

We want to find a software which is more suitable for NGO needs and easier and more reliable in maintenance.

Responsible: **Anna**

Timeline:

- ★ **Before Agora Budapest:** Research on different options by consulting with the locals, using bookkeeping software, the external accountant and possibly former Financial Directors. Estimation of the resources required for this change.
- ★ **Before Christmas:** Purchase of the new software and install it.

Comité Directeur 2012-2013 of AEGEE-Europe/*European Students' Forum*

CODE OF CONDUCT

We will have these 15 principles of our Code of Conduct to remind ourselves during the whole year what our role is, as well as for you to be aware of what you can expect from us and remind us these principles in case it is needed.

We, as Comité Directeur 2012-2013 will always do our very best to:

- Be inspiring and exert leadership by example.
- Be coherent and responsible with our decisions.
- Find a balance between administrative, thematic and representative work.
- Always listen to the Network and take its opinion into consideration.
- Be proud of our Network and promote AEGEE initiatives on European and International level.
- Not to intend to control the Network, but facilitate its processes for the benefit of the organization.
- Be as transparent as possible with our decisions.
- Take risks and dare for something better for the association.
- Work as a support for the Network.
- Never forget that we were elected by the Network.
- Work from inside the network and strives for a bottom-up approach.
- Not to become a feared, elite or imposing Board of Directors.
- Be very accessible and approachable for the Network.
- Reduce bureaucracy to a minimum.
- Give solutions to the Network's needs.

