

YEE Short-term Strategies 2012-2013

1. *Impact on environment*
2. *Projects*
3. *Financial management*
4. *Communication*
5. *External affairs*
6. *Publications, website & social media*

1. *Impact on environment*

-> To reduce the negative impact on the environment

In order to lower the ecological footprint of YEE activities at minimum possible level, YEE will strive for implementation of the following steps:

a) Travel

- **To contact bus or train companies to get corporate discount for YEE.**
- **To arrange group travel whenever possible.**
- **To set rules for projects:** at least 60% of the participants shall reach the venue by land or by sea (to include this information in the 'Guidelines for projects').
- **To do some action for the community at every project organised by YEE**
- **To use the Seat 61 database where for each country it will be possible to find advice how to travel in the most ecological way to international destinations.** This should happen with the help of YEE MOs. Before an upcoming meeting, YEE can send the link to the database to all participants in order to encourage them to take the most sustainable means of transport.

b) Food and accommodation

- **To choose only eco-aware and socially responsible places for YEE activities.**
- **To provide/pay only for vegetarian food during YEE projects/meetings.**
- **To avoid using paper or plastic dining sets and packages.**

c) Material

- **To re-use material like plates, cups, dishes and badges.**
- **To use white-boards instead of flipcharts.**

d) Successful implementation

- **The organising team of each YEE project shall calculate the ecological footprint of the particular project.** A template for such calculation shall be developed in order to unify the process. A record of this statistic information shall be kept for comparison and evaluation purposes.

2. Projects

-> To organise various projects according to the needs of YEE member organisations

In order to better meet the needs and requirements of the YEE member organisations, YEE shall put priority at organising the following projects:

- a) To have at least one training course focusing on capacity building of the YEE member organisations**
- b) To organise the YEE day and to improve the level of participation of the member organizations**
- c) To develop networking within YEE member organizations;** to connect organisations with similar plans and goals and encourage them to make projects together (expected number of organizations in a group is 5)
- d) To encourage creating projects within neighbouring countries** (to reduce travelling by plane)
- e) To cooperate with similar and more experienced organizations and involve them in YEE training courses**
- f) To strive for doing low-cost projects**

3. Financial management

-> To ensure financial stability of YEE

In order to be able to fully implement the YEE work plan and to keep/improve the dynamics of YEE, financial incomes of YEE shall be stabilized, diversified and raised through the following means:

a) To diversify sources of income and funds:

- To inform MOs about events organized by funders in their home country (treasurer's task)
- The whole Executive Board and Secretariat but in particular Secretary General and Treasurer are supposed to explore financial opportunities to get administrative grant to secure stable financial situation allowing implementation of the work plan and other important activities

b) Donations in kind and sponsorship:

Every project team (co-funder) shall:

- Send letters to environmentally friendly companies asking for donations in kind for specific activities (use as co-funding);
- Try to get in contact with local, eco and bio shops asking for discounts (10-20%).

c) Participants' fees up to 30 EUR:

- There shall be categories of participants fees based on the distance, costs of life and the travel costs of the participants.

Participants' fees should be introduced for the following types of projects: Training Courses.

d) Know-how sharing

- To use the network of the European Youth Forum and consult other secretary generals and representatives of the YFJ member organisations on fundraising opportunities/strategies and exchange ideas and experience for cost-effective administration of our organisations

e) To develop a strategy for acquiring private donors and private contributions. To discuss funding opportunities from IYF members and YEE alumni

f) To attempt at least one project funding via kickstarter.com

g) To exercise greater financial efficiency through sourcing cheaper banking and to investigate the use of an accountant instead of a registered external financial auditor

4. Communication

-> To improve internal communication of YEE

In order to better share information in the organisations and to act in most transparent and inclusive way, YEE shall take the following steps:

a) To improve Board's internal communication

- to establish regular monthly Skype meetings of the Board
- to use collaborative online-documents, cloud computing space for work on YEE papers (Google docs/titanpad/dropbox...)
- to always set and follow clear deadlines and to make everybody in the Board aware of them

b) To improve Board - Secretariat communication

- to use one common mailing list as the main mean of communication where all members of the Board and of the Secretariat shall be included and exchange the relevant information through this mailing list

c) To improve Board/Secretariat - Member Organisations communication

- to divide Member Organisations of YEE geographically or topically and to have one Board Member responsible for each group. The Board Member shall be the contact person towards the Member Organisation. S/he shall check with the organisations every 3 months and get updates about the activity and needs of the organisations.
- to promote and use more the online platform accessible on YEE website for people with log-in; to increase/update people with the access to this platform.
- to always set and follow clear deadlines and to make everybody aware of them

d) To improve communication among Member Organisations

- to connect organisations with similar plans and goals and encourage them to make projects together as stated in the projects part of this strategy.

-The Chairperson who is responsible for coordination of the Board shall be appointed to take the responsibility to further analyse present co-working methods and search for technical and personal improvements in cooperation with other members of the Board and with the Secretariat.

5. External affairs

-> To improve representation of YEE in external relations

In order to be a respected and reliable partner in international networks, YEE will take the following steps:

- a) To complete the process of getting accreditation within UNEP.**
- b) To take active part in activities of organizations YEE is a member of and which are in line with the mission of the Federation.**
- c) MOs shall keep YEE informed about international events taking place in their countries.**
- d) To update guidelines for YEE representatives.**
- e) To encourage MOs to participate in international events by sending them information about the events.**
- f) To regularly update the calendar of external events and publish it on the YEE website.**
- g) To search for more external partners**
- h) To increase visibility**

6. Publications, website & social media

-> To improve YEE publications and promotion

In order to make YEE more visible towards public and media, YEE shall focus on implementation of the following steps:

a) Improve YEE publications

- Involve more people from MOs in creating publications

- To establish a special editorial team of publications by sending a call to MOs - the team will prepare publications and search for more contributors

- Diversify the means of spreading the publications in the following ways:

- To advertise YEE publications on Facebook (to publish links);
- To encourage MOs to advertise YEE publications on their websites;
- To extend contact list for publications and have a special list for publications;
- To have a sign-up list at every project so that people can easily sign up for our publications;
- To add as many direct email addresses of people to our mailing list as possible (rather than sending to one person in MO and asking them to forward the email);
- To send booklets to eco-centres and educational institutions (kindergartens, education faculties of universities);
- To find other platforms and ways of spreading booklets.

- Booklets connected with concrete projects from the working plan:

- They will document the results of projects but will still be open for other contributors from MOs;
- To publish 2 booklets per year;
- To evaluate the benefits of booklets for MOs and other readers
- To finance printing booklets from the grant for the concrete project
- To involve more people from a project to work on the booklet and to start creating the booklet already during the project (for example establish a committee which would make suggestions for the content and divide work)

- Improve YEE e-Newsletter:

- To re-evaluate if there is a need to send e-Newsletter once per two months, to analyze what kind of articles are the most read;
- To encourage more MOs to contribute with articles about their projects by contacting them before the project begins;
- To offer space to improve visibility of MOs – maybe an introduction of a MO, its activities, what they would like to do on international field; sharing examples of good practices from MO's activities (e.g. good campaign with possibility of implementation in other countries)
- To set a more attractive way for contribution to the newsletter by highlighting that short articles and even just photos are also welcome.

- Find more proof-readers (English native speakers)

- To encourage the MOs officer to seek for more NGOs from the UK and Ireland to join YEE.

b) Promote YEE website

- Bring people to YEE website through:

- Facebook page – place links on Facebook page to interesting articles or information on the YEE website.
- Websites of Member Organisations – to email MOs directly and ask them to place the YEE logo on their website and ensure it is linked to the YEE website.
- Websites about projects and youth.
- Articles in Newsletters of other organisations.

- **Use the website to share know-how of YEE network** - e.g. list of funding possibilities, examples of international cooperation that YEE allow, articles about how to do activities, how to prepare projects, organize events etc

c) Promote YEE through social media

- Continue with implementing YEE Social Media Strategy

- Using Facebook as a tool for promoting YEE.
- Increase the number of our fans to at least 1000
- Create a list of MOs FB profiles – use them to promote our activities, newsletter, publication (discuss it with contact persons of MOs)

- **Ensure there is a wide range of posts to social media** – e.g. videos, photos, links to articles, questions.

- Evaluate impacts of the posts using analytics
- Have more posts with viral potential (e.g. inspiring or surprising ideas about the environment that people will share further – to spread awareness of YEE and to get more fans)
- Post interesting news from environmental area, post funny picture with environmental connection (e.g. in the form of Funny Friday = post one funny picture per week on Friday)
- Check FB pages of our MOs, share interesting information from them and encourage them to share our information on their profile

- Consider creation of YEE profile on Twitter:

- To make an analysis, whether and how other environmental organizations use Twitter to find the benefits of using Twitter for YEE
- To use Twitter to connect up with other organisations and people, and to hear about interesting news;
- To set up the function that means all posts to the YEE Facebook page are also posted on Twitter.

- **To discover and use other possibilities of promotion (e.g. eurotope.ning.com – Greenboard)**
- To use them and evaluate the benefits of these new channels

- **To establish contacts with journalists**

- **To investigate opportunities of cooperation with marketing company**

- **To work on PR strategy and focus on defining the YEE audience**

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Successful implementation of the Short-term strategy document

The board shall choose one person who will take on responsibility for implementation of each part of the strategy and to delegate tasks in order to achieve the goals of the short term strategies mentioned above.