

Impact on environment

a) Travel

- To arrange group travel whenever possible.
- To set rule for projects: at least 60% of the participants shall reach the venue by land or by sea when possible.
- To do some action for the community at every project organised by YEE.
- To use the Seat 61 database as well as other similar databases where for each country it will be possible to find advice how to travel in the most ecological way to international destinations.

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 aim at providing locally produced food.
- 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 flip charts.
- To disseminate results of up-cycling campaign amongst member organizations and invite them to use up-cycling methods in their activity

d) Successful implementation

- To create a template for calculation of ecological footprint
- The organising team of each YEE project shall calculate the ecological footprint of the particular project. A record of this statistic information shall be kept for comparison and evaluation purposes.

Representation in external affairs

- To make YEE more politically influential and relevant organization on the international level through finding more partners.
- MOs shall keep YEE informed about international events taking place in their countries.
- To create the pool of representatives, trying to have at least 1 person per each YEE member countries, to represent YEE in the external events, providing them with the guidelines for YEE representatives.
- To also encourage MOs to participate in international events by sending them information about the events.

Communication

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

- one Board Member (Member Organisation Officer) shall be the responsible for communication with Member Organisations. S/he shall try to get updates about the MOs activity and needs of the organisation during the mandate at least twice by having Skype meetings or using some other means of communication.

- 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

- to remind Member Organisations about their responsibilities and rights

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.

Financial Management

The aim: to ensure financial stability of YEE

a) To diversify sources of income and funds

-The Executive Board and Secretariat but in particular Secretary General and Treasurer are supposed to explore financial opportunities to get administrative grant and look for other alternative sources of funding;

-To develop a strategy for acquiring private donors and private contributions.

-To attempt at least one project funding via kickstarter.com

b) To provide “green” funding

The funds shall be obtained from funders that support environmental-friendly principles or at least do not violate them. Support can be accepted only if the philosophy of the body or company are examined carefully and are considered compatible with the principles of YEE.

c) Donations in kind and sponsorship

-Send letters to environmentally friendly companies asking for donations in kind for specific activities (use as co-funding);

-Get in contact with local, eco and bio shops asking for discounts.

d) To set participants' fees for YEE projects

- Set participants' fees for YEE projects
- Training Courses up to 30 EUR

e) Know-how sharing

To use the network of the European Youth Forum and consult other Secretary Generals and representatives of other organizations on fundraising opportunities and exchange ideas and experience for cost-effective administration of our organizations.

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
- Until Jan 2014 to develop a special editorial team of publications by sending a call to MOs - the team will prepare publications and search for more contributors. The team shall consist of:
 - 10 proofreaders
 - at least 2 graphic designers
- Verify if there are any journalists in MOs that could help spreading publications
- Diversify the means of spreading the publications in the following ways:
 - To continue advertising YEE publications on Facebook (to publish links)
 - until the end of 2013 to obtain a set and confirmed list of contact people in MO
 - 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)
 - After each publication is released, to send a request to all MOs to put them up on their website
 - 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 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 by focusing more on the graphic part and publishing more images
- Until January 2014 to re-evaluate if there is a need to send e-Newsletter once per two months,
- To set a more attractive way for contribution to the newsletter by highlighting that short articles and even just photos are also welcome.

b) Promote YEE website

Continue bringing people to YEE website through:

- Facebook page – place links on Facebook page to interesting articles or information on the YEE website.
- Continue monitoring if MOs have YEE logo on their websites
- 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 implementing YEE Social Media Strategy
- Use Facebook as a tool for promoting YEE.
- Until June 2014 to get 2000 likes on FB
- Until January 2014 to 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.
- 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)
- Until Nov 2013 check and follow FB pages of our MOs, share interesting information from them and encourage them to share our information on their profile.
- Continue using Twitter and publish YEE news
- To use Twitter to connect up with other organisations and people, and to hear about interesting news;
- To work on PR strategy and focus on defining the YEE audience.

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.