

YEE SHORT-TERM STRATEGIES 2015 - 2016

- I. Impact on environment**
- II. Representation in external affairs**
- III. Communication**
- IV. Financial management**
- V. Publications, website & social media**
- VI. Internal development**

I. Impact on environment

Objective: To reduce the negative impact on the environment within YEE network

Strategies:

1. To modify the existing policies with the view of decreasing the impact on environment caused by YEE projects and other meetings;
2. To ensure that at least 60% of the projects implemented in 2015-2016 follow the existing (project and travel) policies.
3. To ensure that 100% of YEE meetings and projects implemented in 2015-2016 provide only vegetarian food.

II. Representation in external affairs

Objective: To strengthen YEE external relations

Strategies:

1. To keep the members of the Pool of Representatives (PoR) active and involved in the federation. To involve more people and make sure to have at least five active members in the PoR, to represent YEE in the external events.
2. To have a representative of YEE at least at one external event organised by each organisation YEE is a member of (European Youth Forum, United Nations Environmental Programme, European Environmental Bureau, Taiga Rescue Network).
3. To find at least three external partners for the business year 2015-2016 and encourage them to become members of YEE.
4. To find at least one big external network and try to become their member. If that is not possible, try to follow their activities by participating in their events and sharing information with our MOs.

III. Communication

Objective: To ensure a smooth and efficient cooperation between YEE Board and Secretariat

Strategies:

1. To have at least twelve board meetings during the business year (including physical and virtual meetings).
2. To organise a personal virtual meeting between each Board Member and the Secretariat to exchange questions, comments and expectations and clearly define the role of each Board Member. The meeting should take place within the first month of their mandate. The Chairperson and the Secretary General should be present in each meeting.
3. To update the “Welcome-Info-Pack” for the new Board.
4. To include an action plan table (stating tasks, deadlines and responsible person) at the end of all minutes from Board Meetings.

Objective: To improve the communication among Member Organisations and between Member Organisations and Board and Secretariat.

Strategies:

1. To identify the active contact person for each Member Organisation for the business year 2015-16 and add his/her details in the internal database.
2. To create an online profile of MOs on YEE’s website containing: target group, main activities, mission, contact details and other observations of the MO. This profile should be updated every year.
3. To present YEE e-Newsletter in each YEE project in order to promote it as a tool of communication and exchange between Member Organisations.

IV. Financial management

Objective: To ensure financial stability of YEE.

Strategies:

1. To gather information from other IYNGOs about funding opportunities.
2. To fund or co-fund at least one project with support of a different funder than the Council of Europe and the European Commission.
3. To research for possibilities to decrease bank charges and other transaction costs of YEE.
4. To create a promotion strategy for the “Donation button”.
5. To set a participation fee up to 30 EUR for at least one training course.

V. Publications, website & social media

Objective: To make YEE more visible towards Member Organisations, public and media.

Strategies:

1. To improve YEE publications:

- To involve Member Organisations in the creation of content of the e-Newsletter.
 - To research on MOs' activities and write at least two personal e-mails asking for articles about concrete activities for each issue.
 - To include at least two news from MOs in each issue.
 - To spread further the publications.
 - To increase the number of subscribers to the e-Newsletter to 800 subscribers by June 2016.
 - To publish at least one article and/or post on YEE's website and social media about each new publication.
 - To make at least five Member Organisations upload YEE publications to their websites.
 - To send each new booklet to at least five institutions or organisations linked with the topic.
2. To improve and promote YEE website:
- To research and include ways for making YEE website accessible from new devices like smartphones and tablets.
 - To place at least two posts per month in YEE social media with a link to interesting articles or sections on the YEE website.
 - To send at least two reminders to MOs to add YEE banner and website link to their websites.
3. To promote YEE through social media:
- To update YEE Social Media Strategy by June 2016.
 - To revise the need and aims of YEE Twitter account and prepare a report about it with recommendations until May 2015.
 - To follow all MO's Facebook pages and Twitter by June 2016.
 - To get 4000 likes on YEE's Facebook page by June 2016.
 - To get 50 followers in YEE's Twitter account by June 2016.

VI. Internal development

Objective: To make YEE more sustainable and cohesive.

Strategies:

1. To improve the structure of Work Plan and Strategy documents until Annual Meeting 2016.
2. To involve active Member Organisations in the creation of the objectives and strategies of YEE.
3. To establish a YEE "Pool of Eco-Trainers" by sending a call and selecting applicants.

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.