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## YEE STRATEGIC PLAN 2017-2019

This document defines the direction that YEE will take in 2017-2019. We have identified five priority areas (objectives) that are essential for the mission and values of the network. We have selected specific ways (strategies) to achieve each objective. All the activities included in the YEE Work Plan should aim to contribute to the fulfilment of these objectives.

**Mission:** YEE aims to unite environmental youth non-profit organisations in Europe in order to enhance international cooperation, increase knowledge about nature, raise awareness of environmental problems and to strengthen participation of youth in environmental decision-making.

### Objectives and strategies:

#### Objective 1 - Reducing the ecological footprint of YEE and its activities.

Strategies:

- 1.1 Raising awareness about environmental sustainable behaviour among YEE members and participants of YEE youth projects.
- 1.2 Ensuring that the everyday work, local actions and international projects that run in the frame of YEE follow the YEE Sustainability Policy.
- 1.3 Identifying quality criteria and building expertise in organising environmentally friendly projects, campaigns and actions.
- 1.4 Exploring ways to assess and offset the negative impact produced by YEE activities.

#### Objective 2 - Encouraging youth involvement in raising awareness about environmental issues.

Strategies:

- 2.1 Raising awareness among young people and youth organisations about the issue of climate change and global warming.
- 2.2 Bringing attention to the issue of biodiversity loss and endangered species.
- 2.3 Promoting sustainable lifestyles among young people in Europe.
- 2.4 Exploring and developing new tools for environmental education.
- 2.5 Raising awareness about the use of resources and waste management.
- 2.6 Empowering young people to be active in decision making at a European and local level in the fields of youth and environment.

#### Objective 3 - Empowering young people and building their capacities and skills.

Strategies:

- 3.1 Supporting young people in initiating and developing their own actions and projects.

- 3.2 Providing opportunities for young people to develop professionally and personally in order to increase their employability.
- 3.3 Supporting young people in sharing knowledge and skills learnt in projects with their organisations and local communities.
- 3.4 Increasing the multiplying effect and spreading the knowledge about environmental issues within YEE.
- 3.5 Developing YEE members' competences in organising inclusive projects and activities.
- 3.6 Providing tools for member organisations to support young entrepreneurs in starting their green or social initiatives.
- 3.7 Developing methods of non-formal education and contributing to its recognition.

#### Objective 4 - Enhancing the institutional, financial and programme sustainability of YEE.

##### Strategies:

- Institutional sustainability:
  - 4.1 Ensuring the transfer of knowledge and expertise within YEE.
  - 4.2 Enhancing the competences and skills of Board members and Secretariat.
  - 4.3 Defining and shaping the identity of YEE.
  - 4.4 Strengthening the communication and relationships within the YEE network.
- Financial sustainability:
  - 4.5 Diversifying the sources of funding of YEE.
  - 4.6 Developing ways for exchanging information on funding opportunities within YEE.
- Programme sustainability (content):
  - 4.7 Providing training for facilitators and trainers within the YEE network.
  - 4.8 Fostering sustainable and long-term collaboration for the YEE activities.
  - 4.9 Building expertise in the development of grassroots projects.

#### Objective 5 - Strengthening the external relations of YEE.

##### Strategies:

- 5.1 Creating partnerships or joining other external organisations or environmental networks.
- 5.2 Taking an active part in discussions linked to youth and environment on an international level.
- 5.3 Expanding the representation of YEE in external events.
- 5.4 Supporting institutions and other organisations and networks in adopting sustainable practices.