



International Federation of Liberal Youth's

Action Plan

2016 - 2018

[DRAFT]

Last updated: 23-05-2016

Introduction

As the newly elected Bureau, we are happy to present to our membership the International Federation of Liberal Youth (IFLRY) Action Plan for the 2016-2018 term. Our desire is to present a more coherent document to allow for a more realistic implementation of our goals. As such, we have limited ourselves to five pages. Per operational point, we present our general vision, and have tried to translate that into a quantifiable and measurable goal for the upcoming two years. In Appendix A, a more comprehensive overview of responsibility for each bureau member can be found.

In 2017, we will celebrate IFLRY's 70th anniversary. Therefore, celebratory elements will be integrated into all of our activities that year, providing a great opportunity to further involve our members, alumni, and stakeholders.

Vision

IFLRY is a globally active, highly engaged, and fully inclusive organization that dedicates itself to promoting all aspects of human freedom. We see ourselves as a political player, provider of political education, facilitator of dialogue, and a platform for our member organizations to network and exchange ideas.

At the core of this Action Plan is the belief that IFLRY functions as a *federation* - therefore, input from, and cooperation between, member organizations (MO's), programmes and regional networks is vital. Beyond creating a network of liberal youth organizations, we wish to create a platform where those organizations can share their ideas and best-practices, whilst trying to remove existing barriers (i.e. language) as much as possible.

Communication

To enable a higher degree of cooperation between MOs, programmes and regional networks, smooth functioning and appropriate communication channels are paramount. To ensure success, a proactive approach is required from all parties involved. In keeping true to our aim, all parties should be aware of linguistic barriers, and make official communication available in more than one language wherever possible.

a. Website

Generally, the website will serve as platform to share IFLRY's activities, its Programmes, Regional Networks and list our MOs. It should also be a source of information not only for our members but wherever possible, the public at large. This includes our structure, statutes, informational updates and the collection of our official policies in the form of a Policy Book.

Deliverables in year 1:

- Update the website so that it is fully functional and accessible.
- Update relevant information pertaining to MOs, the Bureau, and our Programmes
- Create a calendar for IFLRY and MO events
- Create a team that can work specifically on the website and its content

Deliverables in year 2:

- Proactive updating of all relevant documents and engagement of stakeholders to deliver input
- Posting resolutions online to showcase accessibility and highlighting IFLRY's vast subject matter and scope
- Providing an overview of best-practices and appropriate implementation structures

b. Social Media

Social Media complements all of IFLRY's activities and allows for all of its members to stay in touch on an informal and frequent basis. Thus, starting with our existing Social Media accounts on Facebook and Twitter, we will work to extensively increase our Social Media presence. This will make it easier for members to see information, and also to hold the Bureau accountable by staying updated on both the bureau's and the federation's work.

Deliverables in year 1:

- Reestablish our Facebook Page and Twitter accounts as authoritative sources of information, a motivational force for our MOs, and advocacy of our common views.
- Ensure regular quality updates on Social Media, including more frequent MO-updates.
- Creation of an Instagram account

Deliverables in year 2:

- Investigate and develop a presence for relevant new social media channels, such as YouTube, & with external support, involve individual members more in the social media sphere. Initiate advocacy/social media that can assist the bureau to stay up-to-date with advocating our views in this medium and further effectively use social media

c. Newsletter

There are two forms of newsletters: external (the ISSUE) and internal (IO-mailing) to update the membership and external partners. The external newsletter should function as a showcase of what IFLRY and its MOs are doing, especially to encourage more MO-to-MO cooperation.

Deliverables over 2 years:

- Monthly updates via ISSUE, including IFLRY, MOs, regional networks and Programmes Updates (deadline for contributions is 1st of every month)
- Every 6-8 weeks an internal mailing with relevant bureau updates

d. Style Guide

To further professionalise IFLRY, a coherent style guide is needed. This includes a standardized use of fonts, colors, graphic design, etc. By creating a Style Book we can also help MOs promote IFLRY in a better format, as well as making it easier for Programmes and Bureau members to create content that is consistent with IFLRY.

Deliverables in year 1:

- Create a Style Guide Book for IFLRY, that should include comprehensive guidelines on e.g. fonts, colours, logos & graphic design styles & integrate it with our daily activities

Office

The IFLRY Secretariat functions as the backbone of the federation as it takes care of the daily execution of its activities, most vitally overseeing financial administration, communications support and event organization. The upcoming term is expected to be rather turbulent, as the current Executive Director will be departing. A possible “Brexit” could also pose challenges.

Deliverables in year 1:

- Ensure a smooth handover from outgoing to incoming Executive Director

Deliverables over 2 years:

- Continue the work of the previous bureau on securing financial stability, this includes creation of a reserve fund to cover IFLRY’s operations if strategic grant funding was dissolved
- Explore non-EU funding more concretely, including several submissions if possible

Events

In-person meetings should primarily serve as networking events where connections between a diverse range MO-representatives are established and best-practices are shared. Statutory meetings additionally serve as clear agenda-setting meetings, where policies are developed and organizational arrangements - such as statutory changes, bureau elections and accountability - are dealt with.

Deliverables over 2 years:

- During the next statutory meeting a well-coordinated IO+President’s meeting takes place, as well as 3 thematic best-practice sharing meetings beyond the regular standing committees
- Significantly increase the diversity of participation in statutory events. It is our goal to have at least one representative from each continent (where IFLRY has member organizations) present at each statutory event. More specifically this implies helping to secure funds for such delegations in order to cover travel costs.
- Present options to the 2017 congress for better financial accessibility of statutory meetings.

- Look into ways of making the events more accessible for those who do not have the possibility to attend in-person

Council

The Council brings together the bureau, thematic and regional programmes, and the regional networks. The programmes and regional networks can function as effective channels to include a higher level and a more diverse set of members in IFLRY's work throughout the year. Bringing those different stakeholders together in the Council will help increase activity, creativity and development. Thus, we want strong programmes and regional networks to support each other, to increase our activity throughout the world and deepen our impact.

Deliverables over 2 years:

- Organize at least one in-person Council Meeting (CM) and encourage at least two additional Online meetings per year

a. Programmes

The thematic and regional programmes allow for individuals within IFLRY to take up responsibilities such as outreach and organising activities. It is key that at the same time, the time and effort those Programme Managers put into IFLRY is recognised and valued, while they are also held accountable as IFLRY representatives.

Deliverables over 2 years:

- Develop a comprehensive evaluation mechanism for Programme Managers that will not only help the assessment of the volunteer work within IFLRY but also gives our managers feedback about their strengths and weakness and thus ways to grow.

b. Regional networks

Regional networks can help us work towards more activity in regions where IFLRY is poorly represented today. Beyond encouraging MO-to-MO exchanges, we also want to promote exchanges and best-practice sharing between regions. Regional MOs and MOs have a lot to learn from each other, and IFLRY can help bring them together.

Deliverables in year 1:

- Establish contact with all Regional Member Organizations (RMOs) and increase the inclusion of all Regional Bureau Members, through the Council and other events

Deliverables in year 2:

- Promote better inter MO cooperation between regions

c. Membership

The membership forms the core of IFLRY. For IFLRY to function and for MOs to benefit from IFLRY, it is important that IFLRY has updated information about the MOs and contact persons at all times.

Deliverables over 2 years:

- Consistently reach out to those MOs that were not present at the last (statutory) meetings and seek feedback on barriers to attendance, if any.
- Review and revise the membership system to encourage a higher amount and more diverse membership.
- Deliver a 10% increase and a 25% improvement in membership fee payment
- Keep a continued dialogue with the MOs to make sure that the membership matches their expectations and needs
- Develop better Alumni tracking and outreach mechanism for future fundraising.

Education

IFLRY has a long-standing tradition of organising high-quality seminars using non-formal education. Seminars are a good way to include individuals and organizations and is something that should be continued and developed. We do, however, live in times where seminars can also be held online, making them accessible to more people. We want to develop this concept further.

Also, the continuation of the development of the Pool of Trainers consolidates the professional trainer capacities within IFLRY.

Deliverables in 2 years:

- Develop a comprehensive evaluation mechanism for Trainers that will not only help the assessment of the volunteer work within IFLRY but also gives our Trainers feedback about their strengths and weakness and thus ways to grow

Advocacy

As a liberal youth-led international organization present in many global forums, we have a unique opportunity to be global influences. IFLRY must effectively seize this opportunity.

Deliverables in year 1:

- Design and publish an overview over IFLRY's core positions and resolutions

Deliverables in year 2:

- Establish an advocacy team to streamline all of our advocacy work in UN-bodies, ALDE -PACE, Liberal International and other relevant platforms, as well as strengthen IFLRY's social media presence.

Appendix A. List of responsibilities per bureau member as of May 23, 2016

[Now merely based on first bureau meeting, more fundamental tasks still need to be included]

President - Pauline Kastermans

- Representing IFLRY at relevant events; advocacy on political priorities
- Manage the daily bureau activities
- Share office & fundraising responsibilities with G3
- Regional responsibility: LYMEC
- Programme responsibility: Human Rights
- Event responsibility 2016: Council Meeting, The Netherlands
- Partners: VVD, IDI, Liberal International (including Human Rights Committee), ICMYO/UN

Secretary General - Tone Bjørndal

- Office
- Communication: Twitter & Internal mailing (to IOs), together with Pauline
- Contact with MOs
- Regional responsibility: support Sven with CALD
- Programme responsibility: Climate Change
- Event responsibility 2016: attend LYMEC congress (29 April - 1 May) and YLC congress (26-29 May), CALD workshop with Sven (18-21 August)

Treasurer - Danylo Korbabicz

- Financial & budget management
- Fundraising
- Regional responsibility: Western hemisphere
- Programme responsibility: Belarus & Ukraine + Latin America
- Event responsibility 2016: Local seminar, Ukraine (tbd), YLC congress (26-29 May)
- Partners: EYF - CoE, ErasmusPlus, possibly future non-EU sponsors, with support from Office, Tone & Pauline

Vice President - Ab Brightman

- Online participation, together with Pauline
- Programme responsibility: LIBEL
- Regional responsibility: Africa (ALN and Youth Advisory Council)
- Event responsibility 2016: International seminar, Croatia (End of October/Early November)
- Partners: European Youth Forum, WFD (via LibDems)

Vice President - Ahmad Al-Rachwani

- Communication: Website & stylebook, YouTube (together with Sven)
- Programme responsibility: Gender Equality
- Regional responsibility: MENA (AYUFD)
- Event responsibility 2016: Local seminar, Greece (September) + AYUFD-meeting (probably June)

Vice President - Anders Rehnberg

- Communication: Facebook
- Programme responsibility: Free Trade
- Regional responsibility: Nordics (NCF) and Balkans (ISEEL)
- Event responsibility 2016: Macedonia (July/August)
- Partners: SILC

Vice President - Sven Gerst

- Political priorities (together with Pauline)
- Programme responsibility: Caucasus + Pool of Trainers
- Regional responsibility: Asia (CALD Youth)
- Event responsibility 2016: Joint IFLRY-CALD event on Climate Change & Social Media, Bali (August), supported by Tone & Pauline
- Partners: FNF