



INTERNATIONAL FEDERATION  
OF LIBERAL YOUTH

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Dear friends,

The newly elected Bureau of the International Federation of Liberal Youth (IFLRY) is happy to present its Action Plan for the term 2018—2020. Through our membership, we are representing more than one million young people worldwide. Moreover, as the only international liberal youth organization, we are also the ones representing the ideas of freedom, individual self-determination, and political liberalism on a global stage. This means responsibility. A lot of responsibility. And with this Action Plan, we will take on this responsibility and will shape the global political landscape through the three core values that our Bureau and our organization will stand for in the next two year:



We want to create an IFLRY that is more proactive in developing a vision of global liberalism using innovative methods of creative learning, more visible in its advocacy efforts on the international level and on the local grounds, and a federation that never lets its partners down. This document shall serve as an overview of our efforts and a guideline for our action—as well as a scoresheet for our achievements. Thus, we have kept the focus of this Action Plan on concrete and measurable deliverables that will help us *and* the membership to evaluate our work. We are very proud of this document and we truly believe that in joint cooperation with our members we can make a change all around the global. A change in the minds and lives of people. A change that can be felt.



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### *Vision*

IFLRY is *the* international voice of freedom. We are global in our reach, uncompromising in our dedication to promote all aspects of human freedom, and reliable as a partner for our members and stakeholders. We want to actively shape global political debates, initiate change on the ground through ideas and political education, facilitate dialogue across countries and cultures, and provide a valuable and strong network for our members to support their fight for liberalism.

## IDEAS

### *Political Platform*

In the upcoming years, IFLRY shall develop its position as the liberal voice in the global political discourse. This includes the provision of liberal commentary on world events as well as the general promotion of the ideas of human freedom, individual self-determination, universal human rights, democracy, and the rule of law. Moreover, IFLRY shall serve as the major platform to discuss the future of political liberalism—and thus host those philosophical discussions that our member organizations often cannot afford due to the nature of domestic politics.

### Deliverables:

- Establishing yearly political themes that will be guide the events, campaigns, and activities of the federation in the respective year. The theme will be announced at the beginning of the year and then communicated throughout the term in a strategic manner.
- Developing a “*Liberalism: A Primer*” publication.
- Setting up a “*IFLRY Manifesto 2020*” Working Group to update the current manifesto.
- Developing a “*Liberal Challenges*” platform where the membership could discuss distinct challenges to liberal arguments—and come up with solutions and share best practices.
- Revising the concept of the “*Policy Book*” to find more innovative ways to seek and ensure the implementation for our resolutions.
- Using IFLRY Online and Libel as platforms to advance global liberalism through (i) article series on the principle of modern liberal thought, and (ii) having a podcast with interview guests etc.
- Contributing to the international liberal discourse by actively submitting resolutions and fringe proposals to Liberal International’s events and activities.



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### *Events & Non-formal Education*

IFLRY's work can be felt best when it is experienced directly. Hence, events are (and will always be) at the heart of our work. Inspiring statutory events and high-quality seminars that both use the tools of non-formal education allow us to transmit our ideas in a distinct and innovative way—and to create thought-leaders for and capacities in our member organizations. We want to further bolster this commitment and hence become one of the leading platforms of political and civic education in international youth work.

#### Deliverables:

- Implementing non-formal education as a pervasive practice in all IFLRY events so that you actually meet *all* the inspiring young leaders and activists that gather during our meetings
- Developing a manual for our member organization about the scope and use of non-formal education in political and civic education—as well as in Human Rights Education more concretely.
- Offering online seminars & trainings (as well as recordings of our events) to make IFLRY more accessible for the ones that cannot physically attend our seminar.
- Providing a “IFLRY Survival Guide” to make our events more inclusive and accessible.

## IMPACT

### *Communication*

We believe that our ideas can only make a change when they are transmitted in a clear, consistent and pervasive way—on all available channels. We thus want to enhance IFLRY's branding, communication, and strategy by making it more professional in its appearance and more inclusive in its nature.

#### Deliverables:

- Rethinking IFLRY as a brand—ranging from the general appearance of the federation to the visual communication of its policies and day-to-day activities.
- Developing professional promotional materials that can be disseminated in its membership as well as been used for approaching external partners and potential donors.
- Develop a comprehensive “*Communication Strategy 2020*” that aligns all communication efforts of the federation on its website, Social Media, newsletter, and other channels.



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- Starting a “*Visual & Campaign*” team to use the resources of the membership.
- Improve the website and enhance its usability by developing a mobile-friendly version.

### *Advocacy*

IFLRY is *the* voice of politically organized liberalism and youth on the global stage. Therefore, it is fundamental importance to ensure representation and active participation in the relevant the intergovernmental structures on a global level and to channel our advocacy efforts.

#### Deliverables:

- Ensuring our representation in the United Nations through ECOSOC, the Office of the Youth Envoy, and the exploration of other available mechanisms.
- Actively participating in and contributing to the activities of the European Youth Forum (YFJ) and the International Coordination Meeting of Youth Organizations (ICMYO).
- Continuing and supporting IFLRY’s presence in the Council of Europe (CoE) Advisory Council of Youth and establishing and expanding links for further involvement.
- Reaching out to other stakeholders (such as the WTO) and explore potential cooperation.

### *Inclusiveness and Involvement*

Due to its international nature, IFLRY events are not always accessible to everyone. Thus, we will work on ensuring geographic and cultural representation at each of our events—and thus enhance the inclusivity of our federation. Moreover, IFLRY stands for a culture of inclusiveness and toleration where everybody should feel welcome and empowered!

#### Deliverables:

- Create an “*IFLRY Ambassador Programme*” that will help member organization, international officers, and IFLRY alumni to convey the virtues and benefits of IFLRY to their respective member organization—and that keeps committed IFLRY members within the federation.
- Exploring the opportunity of expanding our online activities, live streams and online voting.
- Finding ways to ensure geographic representation at each statutory event.



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## PARTNERSHIP

### *Membership*

The membership is at the heart of IFLRY's work. Hence, it is our core task to provide a strong and relevant network to our member organizations that fosters intercultural dialogue and the exchange of knowledge and best-practices in order to create capacities for the liberal cause all around the world. It is our goal to carve out this aspect of IFLRY's work even more clearly and to expand the IFLRY network even further.

#### Deliverables:

- Returning as many members as possible to “good standing”.
- Expanding our network by admitting at least 10 new member organization each year.
- Further developing the network aspect of our statutory events.
- Creating a survey that gives us more indication about the needs (in terms of capacity building) of the membership.
- Attending as many national congresses as possible—in order to make the work of the Bureau visible and accessible.

### *Stakeholders*

IFLRY relies upon the support of its partners and donors. Therefore, it is of crucial importance for the success of the federation that we maintain and strengthen the excellent relations that we have with our external partners. Moreover, the Bureau will explore further opportunities outside our existing channels.

#### Deliverables:

- Exploring the opportunities for corporate funding.
- Diversifying the range and channels of fundraising.
- Exploring funding opportunities and partnerships outside Europe.



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## SUSTAINABILITY

### *Office*

As a network that heavily relies upon decentralized volunteer work, IFLRY needs to ensure that the work of our professional staff (i.e. Executive Director and assistants) is supporting these efforts and serves as the central contact point for our day-to-day communication. This implies that working environment within IFLRY also is in line with our values—and stands for opportunity and personal growth amongst potential employees.

#### Deliverables:

- Hiring a new Executive Director—and ensuring a smooth handover period between the change of Executive Director and the coordinators.
- Ensuring a smooth and sustainable office relocation to Berlin.

### *Council*

The Council (Bureau, Regional Bureau Members, Programme Managers, Auditors) has developed to one of the major platforms to exchange ideas and to empower individual members within the federation. Therefore, we would like to give the Council/Programmes more prominence and visibility also at the statutory events and the day-to-day activities of IFLRY.

#### Deliverables:

- Ensuring that for each statutory event, one of IFLRY's programmes is involved in designing and conducting the conference—and will be financially supported by covering the costs for travels and accomodation.
- Developing a more holistic communication strategy that includes the participation and inclusion of the Council. For example, we will have each week a central Social Media update about the highlight from our blog LIBEL and Programme Managers will be granted access to our social media channels when attending events on behalf of IFLRY.



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## Vice President Task descriptions

### **Pedro Urruchurtu**

#### *Regional- Latin America.*

- Support our members in this region. Maintain contact with them. Update current status.
- Promote the Federation and represent it
- Serve as a permanent link, through our regional representative and the Latin America Programme Manager, with the region.
- Looking for growing, without neglecting our global mission, guaranteeing presence of member of all the regions in our statutory events.

#### **Programme - Latin America.**

- Support in promoting activities through initiatives such as IFLRY programmes, in this case for Latin America, which is one of its two regional programs.
- Serve as a liaison with this program and support it in whatever it needs.
- Ensure that the objectives are effectively met and that the initiative is sustainable over time.

#### *Communication*

- Support our communications team. Constant communication with MO's and the Bureau.
- Report activities and issues in an effective and efficient way. Support Communication Team.
- Serve as a global bridge with the Bureau, through regions, and with our member organizations, so we can all respond efficiently to the conjunctures.
- Integrate and be aware of our work together as a liberal family.
- Provide inputs for the newsletters and support in their design and promotion.

#### *Partnership and networking - ICMYO, SILC, FNF LatAm, RELIAL.*

- Serve as liaison with ICMYO, FNF Latin America and the Liberal Network of Latin America (RELIAL), to strengthen our presence and cooperation with young people of the Americas, in search of opportunities to carry out activities and integrate more.
- Serve as liaison with SILC, for being an organization with which we have already worked and that openly defends the principles and values that we at IFLRY profess, as well as having a growing presence in America.
- Exploration and support of new and old grant opportunities.

#### *Other - IFLRY Online.*

- Cooperate in the development and maintenance of IFLRY Online, together with the VP Nickolas Pagonakis and our Secretary General, Sven Gerst. More integral participation.





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## **Elin Engerbakk**

### *Regional - North-America*

- Establish and maintain contact with the Young Liberals of Canada and Young Democrats of America
- Encourage participation at IFLRY events from the region
- Stay updated with the political situation and update the Bureau when necessary.
- Explore opportunities of involvement in the region beyond existing.
- Represent Federation in the regional activities where relevant

### *Programme – LIBEL and (Caucasus)*

- Provide support to the Programme Manager on a day-to-day basis regarding the general nature and purpose of the programme (goals and objectives of the programme, plan of action etc), in long term situations regarding external partners, donors and in social media-access.
- Explore opportunities to cooperate more between social media accounts and LIBEL

### *Communication*

- Ensure all relevant information to their immediate responsibilities content related materials (programmes, regional, events, advertisements etc) are published online in a timely manner and appropriate format.
- Establish and be a part of the Communication and campaign team - a team who focus on updating the IFLRY style guide and making posts for social media
- Updating the IFLRY Style Guide to use for all official IFLRY communication, documents and presentations.
- Contribute in making high quality, regular social media posts with a clear graphical profile and at tactical times of the day.

### *Partnership and networking*

- Support Nickolas and Andrea with YFJ
- Stay up to date with developments within partner institutions (political, organizational, change of resource people etc) and update the Bureau where necessary

### *Other*

- Explore possibilities for writing resolutions and amendments online and have more active ways to bring constructive feedback and amendments before and during statutory events
- Establish an IFLRY Survival guide for events and for the aftermath of events
- Contribute in keeping the website updated with relevant information while also being true to the graphical profile
- Support best-practice sharing among the organizations through establishing an effective mechanism (online platform, exchange etc).
- Provide support to the President and Secretary general in organization of statutory events, and oversee and lead where necessary in IFLRY events.





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**Gyulfie Arnaudova**

*Regional - Balkans/ Europe*

- Support and maintain good cooperation with our MOs in the region – goodstanding and organizations that have been part of IFLRY in the past. Try not to lose contact with them and involve them in IFLRY activities
- Promote IFLRY values in the region and try to attract new members as part of IFLRY outreach strategy

*Programme - Free trade*

- Serve as liaison of the programme and establish good cooperation with its Programme managers
- Assist the Free trade Programme managers in their steps to promote and maintain the programme in a way that it will become even more efficient
- Provide the necessary assistance to the Programme managers at the beginning of their term, when goals are set and guidelines are needed

*Advocacy*

- We are all IFLRY advocates and whenever we have possibilities to promote IFLRY's causes and values we should do it – within our MOs and outside. But advocacy work means not only promoting our values, but also attracting new members and MOs to become part of our diverse federation. Therefore, during this term I will concentrate on:
- Promoting IFLRY values wherever and whenever I can, which means attending as many events as possible as IFLRY representative, but mainly:
- Trying to maintain good relations with our MOs and update Gas on the situation withing IFLRY MOs
- Attract new organizations to become part of IFLRY through promoting organization's values and events as an integral part of IFLRY outreach strategy during the term 2018/20
- Maintaining good relations with regional liberal organizations – ISEEL and LIBSEEN, because IFLRY can be closer to different MOs and be more present when maintains good relations with such regional organizations

*Other*

- Dealing with the MO applications during GAs



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## **Nickolas Pagonakis**

### *Accessibility*

- Offering online seminars & trainings (as well as recordings of our events) to make IFLRY more accessible for the ones that cannot physically attend our seminar.
- Providing a “IFLRY Survival Guide” to make our events more inclusive and accessible.
- Exploring the opportunity of expanding our online activities, such as live streams and online voting.

### *Advocacy & Policy:*

- Actively participating in and contributing to the activities of the European Youth Forum (YFJ)
- Revising the concept of the “Policy Book” to find more innovative ways to seek and ensure the implementation for our resolutions.
- Attract new organizations to become part of IFLRY.

### *Communication*

- Using IFLRY Online and Libel as platforms to advance global liberalism through (i) article series on the principle of modern liberal thought, and (ii) having a podcast with interview guests etc.
- Starting a “Visuals & Campaign” team to make use of the resources of the membership.
- Social Media team together with Elin – main responsible for content on our SoMe platforms, making high quality, regular social media posts with a clear graphical profile and at tactical times of the day.

### *Regional:*

- Encourage participation at IFLRY events from the region.
- Being up to date with development in region and keeping in touch with the organizations for possible statements etc.
- Partnering and coordinating with LYMEC in YFJ business.

### *Other:*

- Regional: Main: Europe (Scandinavia, Western part & Mediterranean) Support: Africa
- Bureau Buddy with Human Rights Program by coordinating actions and communication with program managers.
- Explore possibilities for writing resolutions and amendments online and have more active ways to bring constructive feedback and amendments before and during statutory events
- Provide support for President and Secretary General at Statutory Events to make sure the organizing of the events runs as smooth as possible.