

Action Plan of the Bureau of the International Federation of Liberal Youth  
2020-2022

## TABLE OF CONTENT

Preface

1. Inclusiveness
2. Communication
  - a. Internal Communication
  - b. External Communication
3. Sustainability
  - a. Processes and Structures
  - b. Council and Programmes
  - c. Partners and Donors
4. Vision

## PREFACE

Dear liberal friends,

The newly elected bureau starts its term in midst of a global pandemic. At the beginning of 2020, the world came to a halt. As an international organization, IFLRY has been equally affected like every other venture that needs to operate across borders. Still, the former leadership found a way of conducting inclusive seminars and workshops that were certainly unique and groundbreaking in youth politics. With these experiences in mind, we aimed to outline a framework that will guide us through these continuing, uncertain times. We as the Bureau strive for a working environment in IFLRY that is inclusive for everyone and accessible to all our members and member organizations. We firmly believe that IFLRY is just as good as its people and that it is our core responsibility to listen carefully and be in a constant dialogue. That said, we are very pleased to present our Action Plan 2020-2022 that shall be the red line for everything we do in the course of the next two years. Moreover, the herein stated objectives are the basis of a scoresheet for the work of the Bureau. We think that transparency and openness help us in our daily communication and fosters legitimacy towards our membership.

This Action Plan consists of four pillars: INCLUSIVENESS, COMMUNICATION, SUSTAINABILITY and VISION.

## 1. INCLUSIVENESS

Inclusiveness in IFLRY should never be just a phrase. With “international” not only being in our name but in our DNA, an inclusive work environment has to be the fundament for everything else that we do. This spans the membership itself but also the accessibility to our activities. A

global reach is not powerful if we do not have the opportunity to include everyone that could potentially like to contribute and vice versa. The strength of IFLRY in the past has been to excite people with our activities that made them stay in the organization. To maintain this position in global youth politics, we would like to focus on the following:

Points of Action:

- 1.1. Reaching out to regions IFLRY is currently underrepresented in. Bureau members shall have regular contact with current and potential member organizations of the region they are responsible for.
- 1.2. Strengthening our position in NFE with well-trained facilitators, the sustainable use of training resources and a strong Pool of Trainers.
- 1.3. Making elections (and General Assemblies in general) more accessible in order to enhance democratic inclusiveness.

## 2. COMMUNICATION

Never has communication been that easy, yet so complicated. Social media has changed all our communication behaviour that inevitably also covers our political communication. This creates many opportunities but challenges as well. This is why IFLRY needs a clear strategy on how it wants to interact both with classic and social media. For IFLRY's daily business, we believe that there are two dimensions: how we communicate internally and how we communicate externally.

Points of Action:

a) Externally:

- 2.1. A clear policy strategy and a straight-forward follow-up process for our resolutions. For each GA, the IFLRY Bureau will set up a working group, consisting of MOs' members, that focuses on addressing gaps in the policy book by submitting a resolution. This will allow the Federation to have a say on international, politically relevant topics.
- 2.2. Actively approaching international media in order to expand our media coverage and global reach.
- 2.3. Strong social media presence via a thought-through strategy. Information shall be shared strategically throughout the different channels to reach as many people as possible.
- 2.4. Central positioning of Libel as a forum for IFLRY members to share stories, ideas and discussions. Including Libel in IFLRY's Social Media Strategy.
- 2.5. Updating and redesigning the website with higher user-friendliness. The website shall become a platform for every potential information for member organizations. As a sign of IFLRY's diversity, multilingualism will be implemented.

- 2.6. Establishing IFLRY as a brand with a clear answer to the question “who we are”.  
Creating a graphic manual as a professional guide to our brand.

b) Internally

- 2.7. Our membership is our greatest asset and we don't take our volunteers for granted. Thus, we want to improve our internal communication, be responsive and provide easy solutions for the issues of our members. Each month, the internal IFLRY newsletter will be sent out to the membership with an update from the monthly Bureau meetings.
- 2.8. Being present at as many national congresses as possible to make the work of the bureau more tangible.
- 2.9. Creating a platform where members can easily meet the IFLRY leadership to ask questions and make the organization perceptible.
- 2.10. In IFLRY, we expect respectful and transparent cooperation with each other. We want to implement a Code of Conduct that puts these ideas into practice. An Ombudsperson shall work as a person of trust and intermediary if things become complicated.
- 2.11. The Global Chat on Telegram is aimed at an informal exchange of information amongst the membership. The Global Chat is the medium to share. The improvement of reach and scale will be specified in our social media strategy.
- 2.12. Creating an IO platform on which minutes, an easy guide to being an IFLRY IO, contact information and other resources for the membership are available.

### 3. SUSTAINABILITY

In global youth politics, dynamics can change quickly. As we operate all over the world, structures and processes differ from country to country and from organization to organization. We want to create our processes and structures, the compilation of our Council and Programmes and the relationships to our partners and donors as sustainable as possible. A huge share of the work within the organization is based on the knowledge of a few. Documentation and sharing of information shall prevent the loss of expertise and guarantee a smooth transition if responsibilities change.

#### Points of Action:

a) Processes and Structures

- 3.1. Establishing the relationship between the Bureau and Office as strong cooperation.
- 3.2. Registering as a (non-profit) association to benefit from the status as a legal entity in Germany.
- 3.3. Clear responsibilities for the whole bureau (programme responsibilities, regional responsibilities, thematic responsibilities etc).

- 3.4. Follow-up of seminars (i.e. creating sustainable booklets that can be made accessible to the membership). Implementing an IFLRY library on the website where outcomes of each seminar will be shared with the membership.
- 3.5. Becoming more sustainable as an organization. As we consider climate change as one of the most imminent threats of our generation, we want to take measures ourselves to become more environmentally-friendly, i.e. using carbon offsetting for all our flights
- 3.6. Securing our position in global youth advocacy in affiliation with UNFCCC, ECOSOC, ICMYO etc.
- 3.7. Fostering the working relationship with our regional members.

#### b) Council and Programmes

- 3.8. Establishing the Council as an integral part of IFLRY's leadership without losing flexibility. It shall be possible that programmes can be either founded or dissolved if necessary.
- 3.9. The Programmes should be the expression of our strategic orientation. We aim at lowering the perceived and actual barriers to involvement within the programmes. Thus, defining the role of the Programmes is key to our political positioning. In order to design this structure as sustainable as possible, the Council will work on handover and best practice manuals for Programme Managers.

#### c) Partners and Donors

- 3.10. Strong connection with our global partners (CoE, YFJ, CIS, D66, VVD, FNF, etc.) to secure funds more sustainably.
- 3.11. Exploring new funding opportunities for activities in the Americas, Africa and Asia.

## 4. VISION

We believe that liberalism as an ideology is visionary. But without organizations like IFLRY, ideological visions lack assertiveness. Together with our membership, we would like to pave the way for an innovative and path-breaking organization.

#### Points of Action:

- 4.1. Over the past years, IFLRY became an NGO with an undoubtedly high impact on organizations throughout the whole world. For the next few years, we would like to answer the question: What kind of organization do we want to be? In this project, membership inclusion will be taken into consideration and guide the work.
- 4.2. Setting up a working group to work on a Vision 2025.