

LYMEC Programme of Action 2020-2022

Introduction

To say that the current times are challenging would be an understatement. The COVID-19 crisis has to this day caused more than 600,000 deaths globally and led to a devastating impact on the economic growth and labour market, with particularly detrimental and possibly, long-lasting effects on young people.

We got used to considering the ways of “the new normal”. The traditional way of schooling, working, and traveling were abruptly faced with the necessity to adapt to the current realities. European countries initially gave in to the impulse to shut themselves in. Road and air traffic literally came to a halt for months. The long-term predictions claim that the global economy is headed to the greatest economic hardship in generations, comparing it to the Great depression.

However, these turbulent times brought about some positive developments that the European Liberal Youth (LYMEC) has been long calling for. We held our first ever digital congress successfully. Thousands of companies, businesses, think-thanks, political entities, schools and universities had to embrace the technical developments, that we were long deeming necessary and start thinking digitally by default. Non-essential air travel was replaced by increased online conferences and meetings. A number of transnational companies started applying some of the aspects of this new way of work by considering hybrid options for the future to provide for a better work-life balance. The necessity for us to invest more in deploying technology, innovations and digitalization and the related to them new skills was clearly exemplified. And while technology cannot replace the virtues of human contact and interaction, it showed us that we can also function in non-conventional ways, that we can adapt, that we need to look into the future.

Most importantly the current crisis illustrated the thing that we, as young liberals have always been most vocal for:

Togetherness.

It showed us that no country can face global challenges alone. It cemented the appreciation of the value of coordinated actions and open borders, of international trade, but also – of the necessity of climate action. It ultimately showed us the value of an ever united, more open Europe. It also underlined the changes that need to be made in addressing national egoism in favour of a more stable future for the younger generations.

The LYMEC Bureau firmly believes that as young people, it is our role to be the dreamers, to be visionaries, and to keep pushing the decision-makers for more ambition in the search of solutions, as the results of today's policy making will echo into our lives tomorrow. In this particular setting, it is also our role to help the liberal youth organizations motivate young people to be as politically active as possible, demanding on the one hand that the lessons from the current crisis guide our responses for the future, but also that we refocus the debate from the most immediate crisis needs to the solutions, which will shape the common Europe that we want to live in.

Driven by these realizations, the LYMEC Bureau wants LYMEC to continue being a place for young liberals to come together and learn from each other and improve one another. In those stormy times we want to provide a safe harbour where we, as young liberals can debate the myriad of shades of liberal responses and build together those ambitious solutions that will be spread, shared and lobbied for with one voice to the outside world. Further to wanting LYMEC to be the voice of liberal-minded young people, we want it to continue being a space for training young people, so that they can rise to their full potential and be the torch barriers and amplifiers of the liberal positions and responses we forge together. We also want LYMEC to be an organization that is ever close to its members – a political family where friendships and political alliances are made for a lifetime, a free space for debate and interaction.

Therefore, at the first in-person LYMEC Bureau meeting held in Brussels, we identified the priorities for our working program for the 2020-2022 mandate. As horizontal goals, we would be working for a *more professional LYMEC* and *improved coordination and communication between Bureau members* with clearly communicated portfolios and activities, a *strengthened LYMEC Office and the representatives of our Member organizations*, thus providing for more transparency and understanding of the work being done.

Further, as a horizontal goal we would work for *strengthening LYMEC's political impact*, relevance and standing within the liberal family and decision-makers through a *consistent partner outreach*. In addition, we would continue the work for strengthening and *streamlining the workings of our unique Individual Members' section* and *building on the work for launching the Alumni network* as a platform to connect our former members with a heart for

LYMEC with our current activities. We would in addition continue the work of the previous Bureau on *streamlining our policies* as well as on *making LYMEC's visual identity a recognizable brand*, building on a communication concept with the clear objective of better *spreading our message*. We would also focus on *improving the digital instrumentation*, which our organization uses in its decision-taking processes. We will use to the utmost our limited resources to *deliver optimized trainings, events and networking opportunities as efficiently as possible*. To this end we will also investigate further novel opportunities for *strengthening our organizations and the links between them*, for example through developing twinning concepts and events targeting political activism and grass-root campaigning, while taking into account the current ever-changing reality, the needs that our Member organisations share with us, and the important topics on the European political agenda.

Last but not least, during the July Bureau meeting we identified the policy areas which will be the guiding focus of our work both in campaigning and lobbying.

Political priorities

Analysing the latest discussions in LYMEC, the recent global developments and European political agenda for the upcoming two years, we decided to put an emphasis on the consequences of the COVID-19 crisis and the actions under the Future of Europe Conference as cross-cutting priorities that would be guiding throughout the current mandate. Further, we identified the following key political areas and issues which we will prioritize and focus in LYMEC's work:

1. *Future of Europe and structural reform*
2. *Democracy, civil rights and rule of law*
3. *Climate, environment and energy*
4. *Digitalization, cybersecurity and the free internet*
5. *Trade and economy*
6. *Education and youth employment*

Over the 2020-2022 mandate, we will therefore concentrate on making our organization even more professional, connected, policy oriented and politically visible. Building on our

established political alliances and increased amount of young politicians we will aim to be more vocal in promoting the views agreed upon through our policy book.

We will continue the practice set by the previous Bureau of setting concrete objectives and measuring our performance along the way. In order to organize the Bureau more efficiently and to create opportunities for synergies between Bureau members, further to the initial allocation of tasks, we will create task forces within the team where necessary and would regularly communicate the work being done through the novel format of a LYMEC Digital Assembly that we established in the beginning of our term.

Throughout the following pages of the Working Program of the LYMEC Bureau 2020-2022 you will find outlined our ambitious objectives and goals, which will serve as a generic guideline framework for our work and strategic focus.

Key Performance Indicators:

Objective	How?	When?
Spread our policy to European decision-makers	Meetings with stakeholders in the European Parliament and other significant ALDE decision-makers. Focus on contacting the youth groups in the different European Institutions (e.g. Youth Group of Renew Europe, EU40 etc.) in order to voice out concerns on legislative files touching on topics among the identified political priorities.	Throughout the mandate
Make our policy visible	Write at least 6 articles on issues and political priorities	Throughout the mandate

	<p>on LYMEC and partner websites;</p> <p>Reinvigorate the articles published on Libertas.</p>	
<p>Work together with young european actors to promote our policy</p>	<p>Organize at least 2 political actions together with other European youth groups.</p>	<p>Throughout the mandate</p>
<p>Policy cooperation with our MOs</p>	<p>Organize at least 3 ELF events with our MOs in their countries or online events with the MO cooperation;</p> <p>Organize online discussions with the participation of the MO membership or Bureau in order to present LYMEC, its work and priorities where the MOs request such a debate be held;</p> <p>Hold meetings or inform MOs on possible LYMEC campaigns and ways to further LYMEC policy in their parties and to their MEPs;</p> <p>Hold a Digital Assembly between every 2 Congresses in order to discuss LYMEC policy clean-up motions and resolutions.</p>	<p>Throughout the mandate</p>

Promote our political priorities	Have at least 3 online campaigns voicing publicly concerns on topics among the identified political priorities	Throughout the mandate
Clean the policy book	Continue the process initiated under the previous Bureau of cleaning the policy book thanks to the working group in place. The objective is to deliver 3 additional chapters during the mandate.	Throughout the mandate

Communications and Branding

As an umbrella organisation for young liberals across Europe, our main goals during this mandate should be to:

- **Make liberalism and EU politics more relevant to young people**
- **Be accessible and supportive to our members**
- **Communicate our political priorities to young European liberals**

Every time we communicate, one or several of these three points should be included. All content published on our social media channels should furthermore be concrete, easily understood and most importantly – relevant to our followers.

In our communication, we want:

- **To be clear and audience targeted**
 - o The most important thing when communicating is always the audience. To find out who our target audiences are, we will – during this mandate – conduct a survey to make clear who our target groups are and how we best can communicate with them.

- **To strengthen our brand**
 - o We will stick to our visual brand and make it even more fine-tuned and recognizable. We will revamp the website in order to make it more user friendly and strengthen our professional and visual brand.

- **To get personal with our followers & members**
 - o We should not be afraid to get personal with our followers and members by reacting to their likes, comments, shares and messages. An easy way to keep our followers engaged is to reward their interaction with our attention.
 - o We will also make our leadership more approachable and transparent. The President should always be the most visible person in our communication, but the rest of the Bureau can preferably also be brought closer to our followers. The Bureau members are encouraged to make stories and posts on Instagram about their Bureau work and tag LYMEC & #LYMECBUREAU.

- **To include our values in our communication**
 - o Our values – including our political priorities for this mandate – should be the core behind every post, statement and campaign.

Key Performance Indicators:

Objective	How?	When?
Find out who our target audiences are	Through survey or similar tool	Before the end of the mandate

Make the LYMEC leadership more approachable	Through more personal posts and stories about the #LYMECBUREAU; Through establishing a more invigorated communication between the MOs and their respective regionally responsible Bureau members	Throughout the mandate
Get personal with our followers	By reacting to every comment, share and message	Throughout the mandate
Have a website that fully matches our needs and enables more interaction with the users	By revamping the website	Before the end of the mandate
Get our Facebook followers to interact more with our content	By boosting posts and fine-tuning our content	Throughout the mandate
Increase our Twitter followers with 15%	By interacting more with our followers, being more political and controversial, and reaching out to new people	Throughout the mandate
Increase our Instagram followers with 15%	By interacting more with our followers and focusing more on Instagram friendly material (less policy heavy content)	Throughout the mandate

Become active on LinkedIn	By posting our large publications & relevant Libertas articles, as well as putting out job and internship ads	Throughout the mandate
Plan our social media content well in advance	Create and use a shared social media calendar	Create: before 9/2020 Use: Throughout the mandate
Support our Member Organisations on social media	Publish supportive social media posts when an MO is running in an election (and not running against another MO)	Throughout the mandate

Campaigns

During the last mandate LYMECs foremost campaign priority was the EP-elections. A year that consisted of a lot of preparations planning and executing the election campaign. Aside from that we focused on putting young liberal politics on the agenda, providing support and training for young candidates on the national lists and getting young people involved with politics and getting them out to vote.

As we enter this mandate there are no elections ahead. In fact, even many planned events are cancelled or postponed due to the ongoing pandemic. Therefore, this year's campaigns will be rather different from our previous plans. Instead of having a campaign plan focusing on elections we will use the LYMEC bureau's resources to work more with monitoring political developments in Europe, increasing the amount of political statements and call for joint actions with our Member Organisations.

Organizational Development

This Bureau will also stress the importance of a forward-looking and efficient organization. Our goal is to enhance the quality of our events and training we offer to our members and to make their impact last longer through the efforts of both dedicated LYMEC Bureau and Secretariat. We also want to continue strengthening the man-power of the LYMEC Secretariat by establishing a consistency in the increased size of the LYMEC staff

Objective	How?	When?
Evaluation of our events	More than 80% of participants to recommend others to participate in LYMEC events.	Throughout the mandate
Sustainably relaunch the WG's	At least 1 resolution/WG proposed per year (submitted at the Spring or Autumn Congress)	Throughout the mandate
Offer online trainings	1) Key trainings from YCA to be digitized 2) Introduce a way/platform to provide online trainings	Throughout the mandate

Increase the size of the LYMEC Secretariat	A third person to be added to the Secretariat on a constant basis.	Throughout the mandate
Increase the transparency of the workings of the LYMEC Bureau	Provide for an additional and sufficient time for debate and Q/A session with the LYMEC Bureau at the LYMEC Digital Assembly.	Throughout the mandate
Improve the digital tools in use	Introduce and investigate into launching new/additional digital tools that could help streamlining the work of LYMEC.	Throughout the mandate

Alumni network

This spring, the LYMEC Alumni Network officially became its own organisation with its own board tasked to run and build out the network. With that in mind, the LYMEC bureau mainly has a supportive role to play with regards to the network. We will assist them in reaching more people and gaining more members. We also aim to co-organize relevant events, for example receptions in Brussels or at ALDE-congresses.

In close cooperation with the current Bureau, the board of the LYMEC Alumni Network has decided that one of the main focuses of the network will be to raise funds for LYMEC. In the

long term, it will function as a rainy day fund, saving money for future moments when LYMEC may face financial hardship. In the short term, the network will use part of its fundraising to contribute to the Freedom Fund, supporting less-advantaged member organisations to participate in our congresses. We will support them where we can in implementing these plans.

Objective	How?	When?
Increase the amount of members of the AN.	Help the AN reach 50 members	End of the mandate
Increase the visibility of the LYMEC AN	Organize 2 events together	End of the mandate

Individual Members' Section - IMS

Our Individual Members' Section (IMS) gathers young European Liberals from all over Europe wanting to be active within LYMEC without depending on a Member Organisation.

Since the structural reform, the IMS has now a solid framework with 3 elected delegates in charge of representing the section at congresses and a Steering Committee taking care of the members.

Now that the structure is set, not only do we need to expand the IMS and try to acquire new active members but we also need to take care of the existing members and motivate them to become active within the section.

With the Steering Committee and the IMS Delegates, we have a motivated team working towards those goals.

Key Performance Indicators:

Objectives	How?	When?
Acquire 30 new active members	<ol style="list-style-type: none"> 1. Common strategy with ALDE Party. 2. Start a membership campaign. 	End of the mandate

<p>Not lose more than 10 members (age limit not included)</p>	<ol style="list-style-type: none"> 1. Each member of the Steering Committee has a membership to sponsor. 2. Applying members are being contacted before they are accepted. 3. Improve welcome pack. 4. Keep members informed through social media, newsletter, hangouts and e-Mails. 	<p>End of the mandate</p>
<p>Involve the IMS in the political making of LYMEC. At least 2 new resolutions per Congress should come from the IMS.</p>	<ol style="list-style-type: none"> 1. Create groups to write resolutions together. 2. Involve the IMS in the existing LYMEC Working Groups. 3. Thematic Hangouts. 	<p>End of the mandate</p>