Annual Report and the level of Implementation of the LYMEC Program of Action 2018-2020

Introduction

In our first bureau meeting after the elections, we decided that we wanted to treat LYMEC as professional as a brand. Not only in branding and communication but also in the way we work. We wanted to have an overall framework all our work should contribute to. This will help us to focus our activities, to use our limited resources as a youth organization as efficient as possible and to offer our members a great program of trainings, events and networking.

The bureau had focused their work in the program of action on six areas: First, we wanted to become a more relevant political voice. Therefore, we had set six political priorities, which were the focus of our political work in both campaigning and lobbying. We finished the launch of a modern visual identity and created a new holistic communication concept. Third, we trained young activists to get involved in the European elections. As well, continued development of the organization in growing the secretariat and optimizing our events and service offered to members. We modernized and enhanced the Individual Members Section and have renewed the basis for the Alumni Network, though failed to fully meet our own ambitions on the latter.

New strategic approach

Over the two-year mandate of 2018-2020 our focus was to make our organization more professional, result-driven and policy oriented. As a result-driven Bureau, we concentrated on setting and meeting our objectives, costs and quality, as well as clearly measuring our performance along the way.

For that purpose, we had agreed to set out specific objectives, measurable goals, necessary resources, tools and action plans to the requirement of accomplishing success. This was the first time a program of action for a board mandate was shaped that way. The document aimed to cleared lay out our ambitions, priorities as well as allowing keeping track of the progress in a more transparent way.

Political priorities

During the first strategic Bureau Meeting in May 2018 in Brussels, we set out the agenda for the mandate, focusing on key political themes. At the meeting, we decided to have digitization as a crosscutting theme that feeds into everything else. In order to become a more political organization, we devised a strategy that identified key political areas and issues, taking recent Eurobarometer polls, latest discussions in LYMEC and the priorities for the LYMEC manifesto into account, allowing us to prioritize and focus on the most important issues.

The six areas that were decided to be of a priority were:

1. Democracy and structural reform

2. Defense and cyber security

3. Digital market and trade

4. Education and labor market reform

5. Environment, climate change and energy

6. Migration

Building on established political alliances, we aimed to be more political in promoting our political objectives.

Communication and Branding

As an umbrella organization, we always strive to bring the voice of young liberals at the heart of EU decision making. Our first and foremost objective concerning the communications was to launch and implement the new visual identity and communications strategy. We have adopted a more focused and strategic approach towards communications, setting out clear and specific objectives. We have focussed on these four ideas for our communication:
- Make liberalism and EU politics more relevant for young people;
- Being accessible and supportive to our member organizations;
- Focus on how concrete liberal solutions can make life freer for Europeans;
-Promote LYMEC political priorities and objectives.

We have made several distinctions and improvements towards internal and external communication, explored different platforms and implemented new digital tools to enhance internal communication. With the new visual identity, we have put more focus on branding and marketing as to reinforce our political messaging during our events, projects and campaigns.

In our external communication, we unfortunately have not achieved all of our goals. Communications around our own events always worked very well, as well as around (mini-) campaigns or the election campaign. Yet we have had struggles with content for everyday communication.

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European Elections and Campaigns

The defining topic of our mandate where the elections to the European Parliament in 2019. In which we focussed on three aspects: 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. Putting youth politics high on the agenda was part of the goals and KPIs of chapter "Political priorities". Getting young people engaged and interested in European Politics was a goal in the chapter "Communication and branding". On top, we wanted to support those active in the elections as a volunteer or a campaigner, for which we provided a high quality training and networking. On top of that, we gave young liberal candidates from all over the EU some spotlight on Social Media.

Organizational Development

A political strong organisation needs a strong set-up and structure. That is why we put efforts on analysing our events, discussing the evaluation and implementing the learnings. That led to decisions ranging between the way we shape, plan and launch an event as well as the overall number of events that are being organized. Our clear goal was to enhance the quality of our events and trainings we offer to our members and to make their impact last longer. We also managed to increase the funding of the organisation which allowed us to increase the size of staff in the Secretariat.

Individual Members Section

This Bureau wanted to continue the growth and the cultivation of the Individual Members' Section, making it more autonomous and sustainable. Therefore we are delighted that with the new self-organizing structure of the IMS that includes a Steering Committee and the Congress delegates we have achieved a more sustainable set-up. The active role of IMS in events and in the organisation of its own IMS events shows that the development of the section is on a good way.

Alumni Network

LYMEC is an ideal networking platform. It has proven to be a place that brings together individuals and enables them to create great things together. We believe strengthening the Alumni Network, to bring together former and current active people will help us to be a stable and deep rooted Organization. It is a great potential for active members to grow and build a network and we believe it is an amazing opportunity to give LYMEC more relevance with their former members. Initially the work on the Network was put on hold due to bureaucratic issues with Belgian authorities but the necessary measures have been undertaken and the relaunch is planned to happen in March. NationBuilder for accepting applications is in the testing phase. So the framework is solid for the next bureau to continue the work on it.

ANNEX I

Objectives & Key Performance Indicators

Political Priorities

Objective	KPI	Platform	Importance	Measurement
Identifying key issues and our solutions within the priorities	Research, plan and identify at least 1-6 key.	All	High	Fully achieved and reflected in LYMEC manifesto as well as PoA.
Gaining political commitment or visibility on the relevant issues and priorities	1) Conduct at least 3-5 bilateral meetings with relevant stakeholders in the European Parliament and other; 2) Write at least 6 articles on issues and political priorities on LYMEC and partner websites.	All	High	1) Fully achieved and conducted at the beginning of the mandate as well as during EU Copyright legislation, during preparation of EU Elections. Meetings with Renew Europe Group, ALDE Party and ELF stakeholders. 2) Partly achieved as Libertas revamp was delayed due to technical issues. Libertas is now active with several articles posted.
Proposing solutions to issues and driving conversation	1) Organize 1-6 short focused online campaigns around political priorities; 2) Reach at least 60.000 people;	All (focus on Social Media & Website)	High	1) Achieved. Focused on Copyright, EU Elections, LYMEC Manifesto, and #EUmythbusters, Erasmus, human rights. Part II was cancelled due to shifting priorities. 2) Achieved, with over 70.000 people reached on Facebook, and at least 300.000 impressions on Twitter.

Gaining legislative impact	1) Identify 3-5 key dossier in the European Parliament and propose amendments or lobby for our positions; 2) Drive discussion and promote LYMEC policy in the European Parliament;	All (especially Social Media, bilateral meetings and discussions with stake holders in the ALDE Group)	High	1) Completed concerning EU Copyright, no other legislation was available due to EU Elections. 2) Achieved through speaking at various events and via Under40 MEP group.
Promoting LYMEC political ideas	1) Integrate political analysis in communications forward planning;	All (especially Social Media)	High	Completed and reflected in all fields of work.

Objectives & Key Performance Indicators

Communications and Branding

Objective	KPI	Platform	Importance	Measurement
Grow reach and engagement on social media accounts	1) Increase reach and number of likes by 10% by the end of the mandate; 2) Post 2-4 times per week.	Facebook	Medium	Facebook likes grew by almost 1200 per in 2 year period which is about 7%. In the course of our mandate, we shifted our focus from Facebook to Instagram and Twitter. 2) Not pursued.
	1) Increase reach and number of likes by 15% by the end of the mandate; 2) Post/retweet 5-10 times per week.	Twitter	High	1) Twitter has become one of our main platforms. The follower base grew by more than 40% during our mandate (1450). 2) Not achieved. Difficulty in finding relevant content to be shared. Decided to focus on high-impact-relevant content promotion.
	1) Increase reach and number of likes by 10% by the end of the mandate. 2) Post at least 2 times per week. 3) Instagram Story from every event to give a behind the scenes look	Instagram	High	1) Shifting digital trends made Instagram especially important into reaching out to our members and not. Instagram grew by 21% (623) in our mandate. 2) Complete and ongoing.

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Objective	KPI	Platform	Importance	Measurement
Improve our weekly newsletter	1) Increase the number of subscribers by 25% until the end of the mandate	Newsletter	Medium	Visuals updated and structure updated. GDPR compliant. Number of subscribes already achieved.
Revamp our website	Review website functionality every week and aim at having new content at least 2 times per month.	Website	Low	Website was revamped following the visual identity change. A new series of upgrades already planned, Libertas overhaul, new membership platform and integration with Nation Builder.
Create more audio-visual content	1) Increase the number of views and watch time of our videos by 50%; 2) Create at least 1 video per LYMEC event; 3) Develop new branded audio-visual content for new platforms such as podcasts and streams.	Facebook/Website/Twitter/ Instagram	High	1) Not achieved. Ongoing looking for ways to improve. 2) Not achieved. Lack of skills, time, resources and technical equipment. Looking into training LYMEC staff for future and dedication of resources to finance equipment. 3) Podcast and streaming concept tested and not feasible nor needed.
Implement the new visual identity	By June 2019 finalize implementation of the new visual identity.	All platforms	High	Completed.

Objectives & Key Performance Indicators

European Elections Campaign

Objective	KPI	Platform	Importance	Measurement
Getting more young people to vote in the EP elections	1) Reach 1.000.000 young people and increase the voter turnout.	All (focus on Social Media)	High	Not achieved. The total reach of EU Elections campaign was in the range of 400.000 across all social media platforms. The modest results were due to change of rules on political advertisement that only allowed us to do so in Belgium so we had to work with organic reach.

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Prepare the new generation of European leaders	1) We have created a training, networking and mentoring program for 10 young activists. 2) we aim at offering key training sessions as an online training for more young candidates	All	High	1) Completed. YCA has been a tremendous success followed by EU Elections campaign promoting young change makers. 2) Established online learning platform; launched Webinars on writing. Looking to join development of new ELF online learning platform.

Objectives & Key Performance Indicators

Organizational Development

Objective	KPI	Platform	Importance	Measurement
Learn from all our events	more than 80% of participants would recommend other to participate in LYMEC events	Events	Medium	Achieved.
Analyse the Working group concepts	Analysis of current state and strategic need of WG should be to be beneficial for the organization and interesting for members to be active in.	Working groups	Low	Dropped and not pursued as it became clear that the way was to continue with current format of Working Groups.
Offer online training	1) Key trainings from candidates academy are digitized 2) a way to provide online trainings	Trainings	Medium	Completed in part. Launched Libertas editorial team, organised webinar and working on digital learning platform. Cooperating with ELF on online learning platform which we will be part of.
Increase the size of the LYMEC Secretariat	A third person is added to the Secretariat	LYMEC Office	Medium	Fully achieved. The Secretariat now consist of the Secretary General, administrative assistant and policy/campaign intern.

Objectives & Key Performance Indicators

Individual Members Section

Objective	KPI	Platform	Importance	Measurement
Revamp the IMS database and membership management system	1) Reduce the time it takes to process IMS membership applications by 50%; 2) Automate membership reminders and cancellations by 100%.	IMS	High	Website has been overhauled and application process fixed. Now we are in the NationBuilder integration-testing phase, which will allow automating application confirmation and renewal.
Update IMS branding and marketing	By June 2019 finalize implementation of the new visual identity.	IMS	Medium	Completed. IMS has its own visual identity and promotional material.
Grow IMS membership	Increase the number of IMS subscribers by 25%.	IMS	High	Not achieved due to predominantly administrative and technical issues.

Objectives & Key Performance Indicators

Alumni Network

Objective	KPI	Platform	Importance	Measurement
Implement registration and membership management system	Automate membership management by 100%.	Alumni	High	Initially it was put on hold due to bureaucratic issues with Belgian authorities but a new relaunch is planned. NationBuilder for accepting applications is in the testing phase.
Grow the alumni network	Increase the number of members to 50.	Alumni	Medium	To be developed further.