Annual Report April 2018 - April 2019 on the work of LYMEC based on the Program of Action 2018 – 2020

In its Program of Action the LYMEC Bureau has identified six areas that are the focus of its work: First we want to become a more relevant political voice. Therefore we have set six political priorities which shall be the main focus of our political work both in campaigning and lobbying. We continued the work from the previous bureau for a relaunch of a modern visual identity and creating a new holistic communication concept. Third we laid out a concept of training and campaigning for the European elections which will be the mayor event happening in our mandate. As well we want to continue developing as an organization and continuously optimize our events and portfolio we can offer to our members. That is why we want to modernize the Individual Members Section, help it to grow and to connect former and current LYMEC actives through a strong Alumni Network.

To make it easier to track the progress and to make the status more transparent we have created a new concept for the traditional Program of Action, with a clear overview for the framework for our work as a bureau, with ambitious objectives and measurable goals. In the first annual report we are now giving a report in said format clustered to the six priorities.

Political Priorities
During the May 2018 Bureau Meeting in Brussels, we have set out the agenda for the upcoming two years, focusing on key political themes and have 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 will be given priority are:

1. Democracy and structural reform
2. Defence and cyber security
3. Digital market and trade
4. Education and labour market reform
5. Environment, climate change and energy
6. Migration

The first political campaign started in summer 2018 and still goes on, on the topic for a fresh Copyright Reform by the European Parliament on Social Media and through meetings with Stakeholders in Society and Parliament and becoming partners on European wide demonstrations in March 2019. As a second highlight we have continued our ongoing activities on freedom of speech and human rights. Next on the agenda will be a focus on liberal ideas on climate protection. We will start with a new wholesome resolution on this topic as a basis for activities to follow. Furthermore in the strategic Bureau Meeting after the EP elections we will focus on the strategy for activities to work on with the newly elected MEPs based on our Manifesto. Our Political Officer Antoaneta Asenova has been extremely active in crafting the Manifesto in an inclusive way, and significantly contributed to pushing LYMEC agenda forward inside the ALDE Party with an engaged LYMEC delegation to the

ALDE Congress and Council as well as to establishing relations with sitting MEPs and stakeholders in the ALDE Group.

Objective	KPI	Platform	Importance	Measurement	Status
Identifying key issues and our solutions within the priorities	Research, plan and identify at least 1-6 key.	All	High	To be reflected in bureau reports.	Identified, and are guideline for basis of our political work
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	To be reflected in bureau reports.	1) Ongoing process, especially President Svenja Hahn and Political Officer Antoaneta Asenova engage in stakeholder meetings 2) focus for during and after the elections to share LYMECs perspective
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	To be reflected in bureau reports.	1) So far one campaign on Copyright, going on since summer 2018 2) total combined reach of Copyright campaign is over 65.000¬
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	To be reflected in bureau reports.	1) done for the Copyright campaign 2) ongoing
Promoting LYMEC political ideas	1) Integrate political analysis in communications forward planning;	All (especially Social Media)	High	To be reflected in bureau reports.	1) political priorities were considered when drafting the communication strategy

Communication and Branding

As an umbrella organization, we 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. Vice President Edgaras Mascinskas has been extremely active in developing the concept for the new visual identity and successfully implemented it on all LYMEC platforms. The new visual identity helps to give LYMEC a coherent look and feel as a brand and help us spread a consistent message.

Communication Officer Dan-Aria Sucuri has drafted as new strategically communication concept and together with the Office and Vice President Edgaras works the daily communication plan. Priority for 2019 is to launch the elections campaign and after that ensure the steadiness of LYMEC Social Media Communication as outlined in the Program of Action.

The implementation of the concept for the LYMEC online blog Libertas are stalling as responsible officer Deimante Rimkute was occupied with the local elections in Lithuania, but will be higher on the agenda after the summer.

Objective	KPI	Platform	Importance	Measurement	Status
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	Provide social media reports to congress.	1) increase at the moment by 3% (with total 59.00 reach and 471 likes) 2) By far not achieved, quality has increased but we need to work on ensuring a certain quantity
	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	Provide social media reports to congress.	1) increase at the moment by 5% with 205 followers and 161.800 impressions 2) achieved most of the times, though many tweets are still focussed on our own events or activities, we need to work on commenting more other events or news to increase the outreach
	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	Provide social media reports to congress.	1) increase at the moment by 3% with 650 reaches per story and 1200 per post 2) By far not achieved, quality has increased but we need to work on ensuring a certain quantity 3) achieved on all events
Improve our weekly newsletter	1) Increase the number of subscribers by 25% until the end of the mandate	Newsletter	Medium	Include newsletter analytics in the communications reporting.	1) Increased by 28 and currently stands with 184 subscribers. We had to start from the beginning due to GDPR implementation.
Revamp our website	Review website functionality every week and aim at having new content at least 2 times per month.	Website	Low	Keep track of analytical data and include in social media reporting.	Tracking of analytical data is not available at the moment. Publication of minimum two pieces in News or Libertas were achieved in the following months: 2018: April, May, June, December 2019: February
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	Include analytical data in social media reporting.	1) Not on track. In the last 5 months we had 1.4K minutes viewed and 2.8K video views. Well below our targets. 2) Not on track due to lack of human resources and staff not being experienced in filming and editing. 3) Visual elements ready. Podcasts idea and streams still being explored.
Implement the new visual identity	By June 2019 finalize implementation of the new visual identity.	All platforms	High	To be reported in the bureau report at autumn 2019 congress.	Finalized, new visual identity has been adapted to all platforms

European Elections and Campaign

The big topic in our mandate is the elections to the European Parliament. We have decided to focus on three strategically 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 is part of the goals and KPIs of chapter "Political priorities". Political Officer Antoaneta Asenova has set up an inclusive process to engage the LYMEC Member Organisations in drafting the LYMEC Manifesto which was then debated and voted on by the Autumn Congress in Vilnius.

Getting young people engaged and interested in European Politics is a goal in the chapter "Communication and branding" as well but we have aimed at having a concrete goal for our communication ahead of the election. Unfortunately the planning of the LYMEC election campaign was stalled due to obligation of Campaign Officer Deimante Rimkute running in the local elections in Lithuania, therefore Vice President Edagaras Mascinskas took over the project midway. Thanks to this we will still be able to launch the LYMEC campaign at the Brussels Spring Congress. The same reasons came into effect for the implementation of the Online Learning platform.

We have successfully created and facilitated a training program for young candidates to the EP. We were able to provide a high quality training and networking to ten promising young candidates from our Member organizations in the Young Changemakers Academy. Especially LYMEC Secretary General Danica Vihinen and Political Officer Antoaneta Asenova along with contributions of Capacity Building Officer Pau Castellvi Canet were responsible for the success of the Academy. We are currently exploring options to make the Young Changemakers Academy a permanent program.

Objective	KPI	Platform	Importance	Measurement	Status
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	Keep track of analytical data. Will be presented in a campaign report at autumn congress 2019.	Ongoing
Prepare the new generation of European leaders	1) We have created a training, networking and mentoring program for 10 young MEP candidates 2) we aim at offering key training sessions as an online training for more young candidates	All	High	All ten spots are filled, and at least 60% agree in the evaluation that the program was highly useful for their campaign	1) Finalized; evaluation going on at the moment 2) Ongoing, togheter with the Online Training platform

Organizational Development

We have organized 10 events with different partners since the current LYMEC Bureau took office and trained and connected 405 young liberals. We have furthermore offered cooperation, discussion and enabled people to learn with LYMEC. The average recommendation rate of our events is still yet to be collected. We are analyzing each event and its learning in the following Bureau Meeting to safeguard learnings and have them have an influence on future decisions. The whole bureau has been involved with the planning and execution of the events but it has become obvious that LYMEC with its current set up and staff situation is at the limit of possible activities. And for the planning of 2020 events we will focus on especially increasing the quality of events over quantity.

Due to the work of treasurer Lena Höglund and adaption of budget we were able to give financial priority to hire a campaign assistant for the first half of 2019 to help LYMEC facility its EP election campaign and activities. But in general we are still exploring options to allow to have a third position at the LYMEC office.

Objective	KPI	Platform	Importance	Measurement	Status
Learn from all our events	more than 80% of participants would recommend other to participate in LYMEC events	Events	Medium	Questionnaire after all events and draw conclusion into the next planning of events	We or our partners provide questionnaires after our events, we currently have an average recommendation rate is still ongoing
Analysze the Working group concepts	Strategic need of working groups is	Working groups	Low	if current form of working groups is analyzed and bureau made a decision if reform is needed	Not started yet per se, though we will try a new event format of political working groups in summer 2019
Offer online training	1) Key trainings from candidates academy are digitized 2) a way to provide online trainings	Trainings	Medium	If key trainings are digitized and provided in a proper and accessible way	1) key trainings of YCA. Digitized, finalized 2) Platform is bought, process of adding content has started, next step to start operating on the platform

Individual Member Section

The responsible Bureau Members for the IMS are Edgaras Mascinskas and Pau Castellvi Canet. The first goal to reform the structure of the IMS has been successfully reached as the new Steering Committee of the IMS was elected and started its work. Edgaras will represent the LYMEC Bureau in the Steering Committee. The new visual identity has been adapted to the IMS and a new communication scheme has been developed with the support of Edgaras and Communication Officer Dan-Aria Sucuri. The decision by the 2018 Autumn Congress on the adapted membership fees has been implemented. The next steps to foster the IMS will be a new membership management tool and to grow the number of Individual Members. In order to increase the involvement of the IMS in the general LYMEC activities the organization and facilitation of the annual IMS event will be mainly carried out by the IMS Steering Committee.

Objective	KPI	Platform	Importance	Measurement	Status
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	Status quo: Analysis of the time needed in September 2018 compared to that at the end of the mandate. 2) when whole process is automatic	1.) ongoing, as process is transferred to the new IMS Steering committee 2) ongoing together with Alumni membership tool
Update IMS branding and marketing	By June 2019 finalize implementation of the new visual identity.	IMS	Medium	Keep accurate membership growth statistics.	Finalized
Grow IMS membership	Increase the number of IMS subscribers by 25%.	IMS	High	Keep accurate membership growth statistics.	Ongoing, planning of recruiting campaign on the fringes of EP elections

Alumni Network

Mainly responsible for the organization and the steering of the Alumni network is treasurer Lena Höglund. In 2018 we hosted one fundraising event on the fringes of the ALDE Congress in Madrid which was self-sufficient. In 2019 we will focus an increasing the membership base and establish the annual fundraising event that aim to increase the financial amount fundraised and shall help to recruit members. Vice President Edgaras Mascinskas is working with the ALDE Party office on a solution for a tool on membership mangement.

Objective	KPI	Platform	Importance	Measurement	Status
Implement registration and membership management system	Automate membership management by 100%.	Alumni	High	When process is automated	Ongoing in cooperation with a new IMS Membership tool
Grow the alumni network	Increase the number of members to 50.	Alumni	Medium	Keep accurate membership growth statistics.	Ongoing, at 5 Members.