

LYMEC'S PROGRAM OF ACTION

FOR THE 2024-2026 MANDATE

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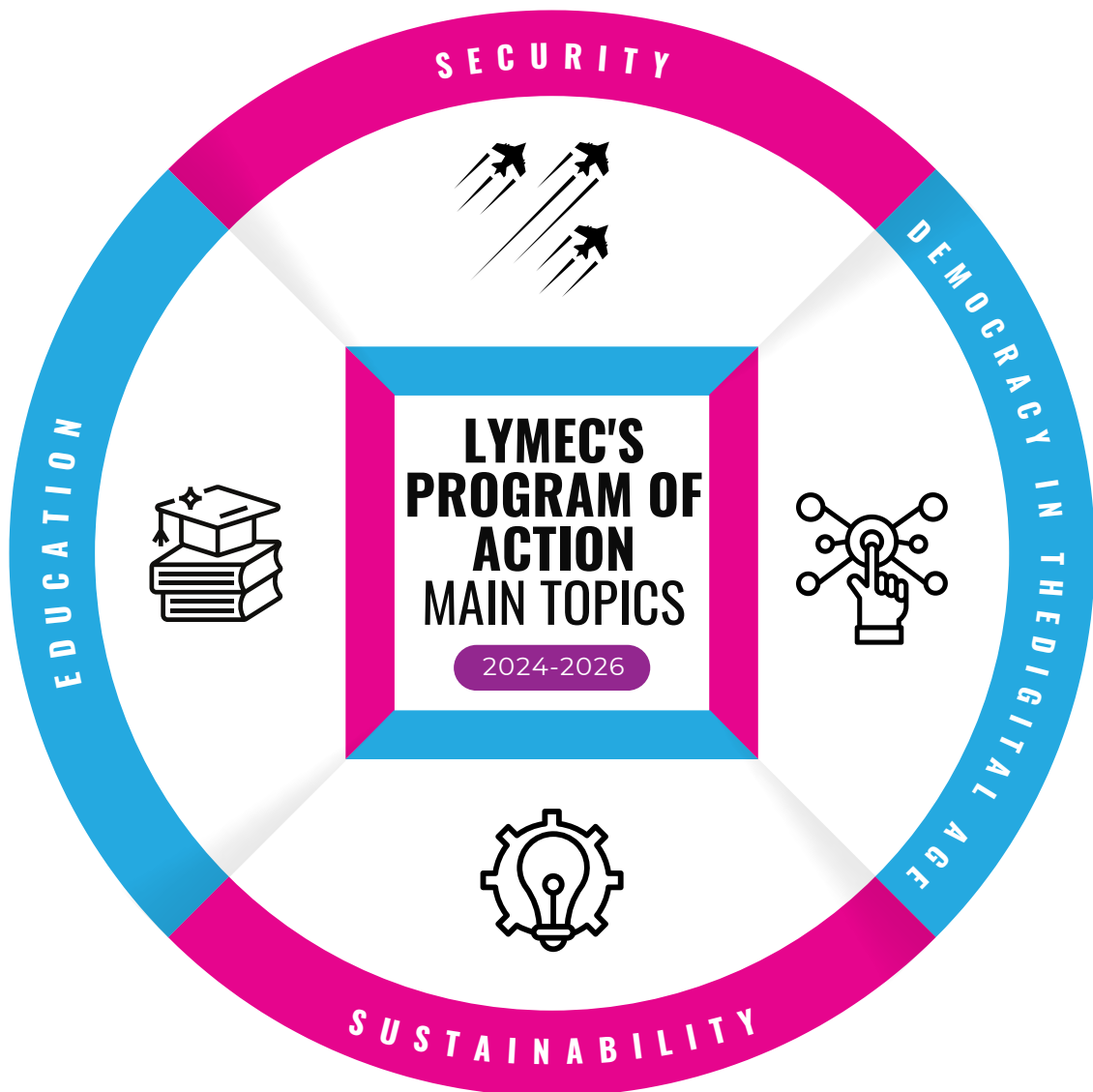
EUROPEAN LIBERAL YOUTH
LYMEC


INTRODUCTION

As we embark in this new mandate, we take the time to reflect on the work that has been done and the work ahead of us. It is time to reflect on the results of the European Elections and work towards a more liberal Europe.

Today, liberalism faces a crossroads, where our focus needs to shift from the core values that once defined us to the mechanics of policy. It has become very clear that whilst values remain the backbone of any political struggle, we need to bring concrete solutions to the citizens.

This is why our work for the next two years will not be centered on values but on concrete policy areas to propose a concrete path to a more liberal solution in Europe.





This new bureau will focus on the following **policy areas**:

Democracy in the Digital Age - AI and Cybersecurity Challenges

Security: Fight for Ukraine, Securing the EU's Strategic Autonomy & Enlargement - focussing on the Balkans, including Non-EU partners more

Education: Impacts all of our members (EU and Non-EU), Erasmus, Lifelong Education and Training Matters

Sustainability, Green Growth and Fight against Climate Change

These will be our **roadmap for the mandate** ahead but will also be our guiding light for the upcoming update of the general manifesto of LYMEC. The manifesto will focus on underlying what binds us rather than divides us.

At the first in-person LYMEC Bureau meeting weekend held in Austria, we identified the priorities for our working program for the 2024-2026 mandate. Continuing the Bureau's work towards a more professional LYMEC our goal is to have clearly communicated Bureau members' portfolios and LYMEC activities, a strengthened LYMEC Office by ensuring the current staff situation can be kept, and being present for the concerns of our Member organisations, thus providing for more transparency and understanding of the work being done.

Please find our concrete actions for the mandate ahead in this document.

We hope you will follow us actively on this exciting journey ahead.



POLITICAL PRIORITIES

PLANS & PRIORITIES

Objective: *Updating our Policy Book: Identifying Gaps, archival, updating and remove outdated policies*

How: Compilation of resolutions already out of date (eg Fisheries policy) and those ready for archival. Process to be done starting Spring 2025.

Additionally implementing the rule surrounding addition and replacement process per 2019 rule change to ensure we avoid more bloating. Beginning in fall congress process, if one is not indicated in file, I alongside a few peers will be advising the addition of the replace or add line to each file handed in as the policy book is over bloated.

Identifying policy gaps in our policy book which impacts our work as an organisation. To address these gaps, it is suggested to encourage members to submit resolutions on these areas either via facilitated working groups or ad hoc drafting support arrangements with organisations who are directly affected by a specific issue or need not addressed.

When: Beginning fall 2024 until end of mandate

Objective: *Improve quality of policies handed in to congresses*

How: Series of brief training calls and documents to be provided online starting January 2025. These are cheap and effective to run but it is best to run repeatedly for those who miss out.

When: January 2025 - End of Mandate



Objective: **Run Policy Debates surrounding underutilised topics in 2025**

How: Quarterly policy debates with **members** as guests. Topics underutilised are mobility, education, innovation in tech development, and healthcare. Might be worth considering using more interaction tools as this is a barrier for quiet members.

When: January 2025 - end of mandate

Objective: **Digital Assembly Revamp and Engagement**

How: We are trying to engage more members in the event, and trying a new format this time. Worth noting that we have some gaps in existing policy that a straight archival going forward is going to be a problem so we may need to use a portion of DA for that going forward. Open to all ideas.

When: Ongoing

Objective: **ALDE Delegation - Training and Competency**

How: Earlier meetings of delegation and training of delegation in advance of preparing resolutions is helpful. If it is a case that the congress is mid to late year again, first meeting is ideally in January.

When: January 2025 - End of Mandate

COMMUNICATIONS & BRANDING

**THINK ABOUT THE IMPACT, NOT ONLY
OUTPUTS AND OUTCOMES!**

Communications Motto for the 2024-2026 Mandate



STRUCTURAL CORE, VOICE, AND BRANDING

Lack of KPIs / Specific Trackable Results

Objective / Solution: Setting SMART Goals & Clear KPI

Timeline: Beginning of the Mandate, Quarterly for SoMe, Half-Yearly for General Comms

How: Strategic Goal Setting & Content/Campaign Planning Meeting

KPI/Trackables: SMART-System within the Categories

What do we communicate / What is Liberalism? What is LYMEC?

Objective / Solution: Defining the Liberal Objective of LYMEC and its role for the 2024-2026 Mandate

Timeline: Beginning of 2025

How: Updating the Branding Document, where the Core Mission will be omnipresent. This will be the foundation alongside the Comms Strategy of all internal/external Communication by prioritizing Thought Leadership alongside Policy Communication.

KPI/Trackables: Program of Action / Branding Document

Branding is not just our colors & fonts

Objective: Extending our understanding of branding post logos, we have to consider utilizing personal brands, whom we put forward, our tone of voice and efficiency within our resources to do so.

Timeline: End of 2024

How? Depending on the subject and the need for the communication, personal brands of members of the bureau will be defined and used

PROFESSIONALISATION AND ORGANISATION

Too many meetings, processes take too long

Objective / Solution: Automate Communication Streams wherever possible!

- Quarterly comms planning meetings to process campaigns and general dates
- Monthly Meetings with the Comms Team to highlight regional dates of importance
- Clear structure of approval

Timeline: End of 2024

How:

- Creating a structure and guideline of approval for Social Media
- Chain of approval for Press releases & talks as part of the Communication Strategy

KPI/Trackable:

- Decrease of Communications Planning Meetings by 60%
- Utilizing and Communicating the Content & Campaign Planner,
- Decrease of organizational e-mails for Communication & Content by 40%

LYMEC as an employer

Objective: Considering the professionalization of LYMEC as a brand, we have to consider the whole LYMEC ecosystem. Hence, we are not just a political youth organization to our network and stakeholders, but also a talent factory which employs people. Therefore, I propose to strengthen the level of “employer communications” to strengthen LYMEC’s leadership profile. This will not just set us apart from other youth organizations but will be trend setting in the liberal family.

Timeline: Throughout the mandate

How? Specifically work on LinkedIn and utilize the platforms special features. Encourage Secretariat & Intern to enhance their personal brands by temporarily tying them to LYMEC.

KPI/Tracker: 10% more applications on the next internship calls

Fundraising Needs for Comms

Objective: Brilliant Comms Work needs Money! Organic content can only reach a limited amount of audiences and partners, this is specifically visible on platforms such as Facebook and Instagram. We need to adapt to Comms Work in 2024, which means being open to strategic ads and media partnerships. Unfortunately, these partnerships and ads need money to thrive. In the past months we have seen good growth all across our profiles without these. However, this only goes to show that an experiment is needed to understand how working together with the algorithms can influence the success of our campaigns.

Timeline: Test phase in 2025

How?

- I propose we monetize one campaign in the fall with a total of 80-100 Euros to test it against the EU Campaign and Emancipation Campaign. By doing this we will understand if targeted ads and monetization will have an impact, and how frequently we should utilise them.
- Placing Ads, which are paid for by liberal partners, in one of our newsletters to diversify our income streams, which in return can be used for communications work. By this our Comms work could become “self-funded”

KPI/Tracker:

- One advertised/monetized campaign in the beginning of 2025
- 2-3 paid spaces in one of our newsletters aka Donor & Donation Growth

SHIFT IN COMMUNICATIONS STRATEGY

The whole Communications Strategy will be presented in a separate document until the end of 2024. In the following you will find some insights.

Internal Communications

- See Point 2 – Professionalization & Organization

External Communications

Newsletter:

- What are our goals? Donations? Engagement? Larger Audience? Not every newsletter has the same goal Restructure Newsletters so that our email success rate can be indicated

KPIs: Email Open & Click Through Rates

- Reduce amount of newsletters, give certain weekdays specific newsletter topics (expectation setting with audience)
- Open advertisement space in one newsletter

Website:

KPIs: Landing Page Leads & Click Through Leads as KPIs

The new LYMEC website will launch at the end of 2024.

Social Media:

- TikTok as a LYMEC Platform -After the Fall Congress
- Community Management as an ongoing strength
- Structured Content Pillars for each platform
- Utilizing the Comms Team
- What should we focus on? Growth and Engagement
- Reach | Impressions, Follower Count, Audience Growth Rate,
- Engagement Conversion: Likes, Comments, Shares, Clicks, Saves
- Different Goals for Different Qs of the Year
- Increase engagement rate on organic Instagram posts by 12% in Q3
- Increase Engagement Rate on Facebook by 5%

Traditional Media / Media / Partner Collaborations:

- Creating a Media Stakeholder List
- Press Talks to establish connections in Q3 in collaboration with Young MEPs
- Press Releases and opinion pieces should be encouraged and seen as fundraising opportunities
- Partner Collaborations with other Youth Organizations

Guerilla Marketing:

- Guerilla Marketing at ALDE Congresses
- Actions at LYMEC Congresses in Collaboration with hosting Member Organisations & Mother Parties

ORGANISATIONAL DEVELOPMENT

PLANS: EVENTS & ENGAGEMENT

Objective: **To improve inter-MO cooperation between congresses**

How? Ensuring that the possibility of cooperation outside of directly organised LYMEC events is regularly spoken about and encouraged by the Bureau. Working with the Bureau and Secretariat to make it easier for MOs to find up-to-date contact details for other MOs, without contravening our GDPR responsibilities. Working with MOs to get a more regular insight into their work, allowing us to guide MOs together who are working on similar projects.

When? Ongoing work will be required throughout the 2024-26 mandate.

Objective: **To evolve and professionalise the training and education offerings of LYMEC**

How? Events such as the YCA already evolve year on year, which must be maintained, while ensuring compliance with ELF statutes and procedures. Seeking a wider, more diverse pool of trainers, so as to increase the range of training offered. Investigate with all Bureau members where opportunities exist to include training and education into existing events, or to create new events for that purpose. Look into the institutional and financial viability of acquiring some form of certification of LYMEC's training offerings, allowing participants to receive a more formally recognised proof of learning.

When? – Ongoing, will a view to seeking some form of training certification for LYMEC by the end of the 2024-26 mandate, preferably before so that the above can be used in some of the 2025 projects.

Objective – **Continue to push LYMEC to the forefront of Liberal politics in Europe, taking clear and public liberal stances.**

How? – Engage as much as possible with other organisations who are working for liberal causes and associating LYMEC with them and their projects where appropriate. Share LYMEC's reactions to events more widely with MOs and encourage them to adopt the same or similar approach, thereby magnifying LYMEC's own message reach by proxy. Seek to create events focused on liberal topics with experts, allowing us to recommit ourselves to our positions publicly, while also providing members with an opportunity to deepen their understanding of important and timely topics

When? – Ongoing.

Objective – Ensure that LYMEC is welcoming to newcomers and made as easy as possible to understand.

How? – Build on existing methods of induction and ensure that MOs are aware of those methods and have access to them.

Consider how the core information of LYMEC might better be illustrated to new members and those who have never interacted with the organisation before.

Continue to offer and advertise further the webinar before Congresses where members can ask procedural questions, allowing all delegates to fully take part in congresses once there, and evaluate the efficacy of those webinars through feedback and results, with a view to improving them incrementally throughout the mandate.

Reevaluate existing digital explainer videos and other onboarding and introductory resources. Consider how such resources can be made more effective and more easily accessible to IO's and MO members.

When? – Implementation will start before the first Congress of the mandate with the objective of full implementation the end of 2025

Objective - Achieve greater integration between LYMEC leadership and Libertas, simplifying procedures and maximising impact

How? - Create more clarity on divisions of labour and responsibilities between the Libertas team, the LYMEC Bureau, and the Secretariat. Work with the comms officer and the Libertas board to develop a 2024-26 strategy for Libertas that incorporates clear procedures and cooperative tenants.

When? - Have a strategy in place during the first quarter of 2025, to be applied throughout the remainder of the term.

Objective - Transition successfully to a new website and CRM system, and ensure that all available benefits of new tools are effectively utilised for the benefit of LYMEC and its members.

How? - Develop a more suitable and functional website through the Oodo suite of web design and CRM tools. Work with members across the bureau, secretariate and other interested parties to set a direction for and distribute tasks for the development of the new website. Integrate as much as possible membership, applications, institutional documents, news, Libertas, and all necessary functions as efficiently as possible into the new website, ensuring ease of use for all.

When? - Work began in the 3rd quarter of 2024 and will be completed and published by the end of the year.




Objective - Develop a series of deliverables from this programme of action, which can be used as part of LYMECs EC grant application. Ensure that these deliverables are met throughout the grant period.

How? - The Events and Engagement Officer will, upon the publication of this Programme of Action, translate its contents into a series of deliverables with measurable KPIs. These will be submitted to the EC and, if accepted, will constitute the targets for the year upon which the EC grant is contingent.

Work with bureau members and the secretariate to apply insitutional memory and experience to the EC application and the formation of the deliverables.

Once agreed, the Events and Engagement Officer will maintain oversight over events and activities and will, in conjunction with the Bureau and Secretariat, ensure that all deliverables are met, with evidence, before the end of the stipulated grant period.

When? - Upon the confirmation of the programme of action, deliverables will be drafted and the EC grant application will be submitted, before the end of 2024. The delivery of those targets will be ongoing throughout 2025.



PLANS: ADVOCACY

Objective	How?	When?
<p>Mission: get our policies into the hands of decision-makers</p>	<p>Advocacy meetings with MEPs</p> <p>Prioritise → Align our advocacy efforts with our political priorities and the 10 hot topics from our electoral manifesto.</p> <p>Resolution pairing → Pair each priority with relevant resolutions</p> <p>MEP-MO Matchmaking → Match MEPs with our Member Organizations (MOs) for advocacy meetings. These will majoritarily be organised online.</p> <p>Use the Media → try to establish contact with journalists. Use as an incentive for MEPs to collaborate with us</p>	<p>Throughout the mandate - At least 5 (digital) meetings per year</p>
<p>Get a foot in the door at conventional youth platforms: utilise the European Youth Forum</p>	<p>Embracing fiscal responsibility: deliver constructive criticism regarding the budget. YFJ receives over 4 million euros per year, this should be spent wisely.</p> <p>Actively amend: many YFJ proposals are not as liberal as we'd like to see. Amending documents that are more left-leaning is crucial. Network: employ the YFJ network, especially political party youth organisations (PPYOs), and try to get our foot in the door at youth participation events and fora.</p>	<p>Throughout the mandate</p>

Bring Europe to our members	Policy Briefings: Send policy briefings on important events, elections, and policy changes in Europe that are connected to our priorities.	Throughout the mandate At least 10 per year
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ALUMNI NETWORK

The Alumni Network has been taking on a more effective form in the last mandate. Successful events were undertaken and the introduction of membership fees have improved the result for fundraising for LYMEC, one of the goals of our alumni network. The LYMEC Bureau will continue to work with the Network to increase their membership, their visibility and their effectiveness. This way we ensure that former LYMEC members keep the possibility to stay in touch with the organisation and the liberal family.

KPI: Increase membership of the Alumni network by 20%

FUNDRAISING

A key goal for the long term stability of LYMEC is to diversify the funding that LYMEC receives and be less dependent on a few major (political) donors. To reach this goal, different types of new (potential) donors will be approached to contribute directly or indirectly to LYMEC's funding. These can be NGO's, private businesses, other political organisations such as foundations.

KPI:

Reach at least €5.000 per year of direct or indirect sponsorships from new sources (not ALDE, Renew Europe or FNF).

Build up long-term relationships to increase partnerships.

INTERNAL RULES OF PROCEDURE

LYMEC has professionalised multiple aspects of its undertakings in recent years, partly by creating new internal documents specifying certain rules or procedures. During this process, the coherence between these documents has been somewhat lost, limiting the effectiveness of the documents and LYMEC as a whole. A goal for this mandate is to do a revamp of the internal rules of procedure, creating coherence between all different regulations and improving the process by which this coherence is also maintained for further iterations.


KPI: Revamp the different documents of internal rules and procedures into one whole at Spring Congress 2025.


INDIVIDUAL MEMBER'S SECTION

Objective: Supporting the IMS and improvement of member participation

How: The lack of involvement of many members is a cause for concern and affects the retention rate. Through engagement of delegates and steering committee, they would like to see more online events and social evenings online which is already in process of happening. Additionally, supporting some of the efforts to organise in person meet ups (no money involved) is wanted.

When: Now until end of mandate





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.

Since the Congress in Prague, the Steering Committee and the delegates have met to set their objectives for the mandate. Communication will remain an important objective to help the individual members stay up to date with the different activities to which they can take part. It will also be used as a way to stay in touch with the members.

Another objective will be engagement. There's quite a lot of members in the Individual member section but not that many are active. To activate the membership, Hangouts sessions for the new members will be organised periodically in addition to the thematic hangouts from the last mandate. The objective is to create a section where people feel comfortable and engaged.

The delegates will continue to work on bringing resolutions to the congress floor. For that, the participation to LYMEC working group is still an objective while leading impromptu working groups on thematics that the IMS find interesting to the membership.



Objectives	How?	When?
Acquire 30 new active members	<ol style="list-style-type: none"> 1. Strategy to be developed for recruitment alongside delegates and steering committee. 2. Start a membership led campaign. 	End of the mandate
Not lose more than 10 members (age limit not included)	<ol style="list-style-type: none"> 1. Each member of the Steering Committee has a membership to sponsor. 2. Implementing a new onboarding process containing formal and informal contacts. 3. Continue use of the welcome pack/email and evaluate and update with feedback if necessary. 4. Keep members informed through social media, newsletter, hangouts and e-Mails. 	End of the mandate
Involve the IMS in the political making of LYMEC. At least 1 new resolution per Congress should come from the IMS.	<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 Online Events 	End of the mandate

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