

LYMEC Programme of Action 2022-2024

Introduction

After 2 years of covid and 1 year and a half completely online, we went through a very hard situation for individuals but also for the organisation as a whole. The last mandate was a real challenge, fighting against the circumstances. However, it was also a source of new opportunities. In fact, we had to implement new ways of working and innovate to move forward with our objectives.

2022 and the beginning of this mandate is deeply embedded in two specific events. First comes the war in Ukraine that has shaken our continent and seen our friends and members taking arms against the Russian invaders. Something we never thought would happen. We stood by them from Day 1 and will continue relentlessly.

Second was the European Year of the Youth, a special year in which young people were expected to be at the core of all decisions and their proposals listened to by a wide range of decision makers. We expect more than just 1 year but a continued process over the coming months and weeks. We organised a few events and will continue doing so to make concrete political actions happen on our continent.

On the main topics to tackle for this new Bureau, we can probably highlight the following items:

1. Mental health:

As the past two and a half years of pandemic did not go by without leaving a mark. Youth had to carry a great load and responsibility during the combat of Covid-19, restricting social contacts, attending online classes, and having to go without many things previous generations took for granted. Now is the time for policy-makers to focus on youth and mental health, de-stigmatizing the discussion surrounding it and providing enough support. As liberal youth, we must keep raising awareness so the next generation won't be left behind.

2. Employment and training:

Commission president Ursula von der Leyen announced in her state of the Union address that 2023 will be the European year of skills and training. As Liberal youth, we will not only look closely at the actions taken by the Commission, but also actively advocate our extensive policy on training and education. Both areas are important factors in ensuring young people can take their future into their own hands.

3. EU elections:

One major event that will be happening at the end of the 2022-2024 Bureau mandate will of course be the EU elections in 2024. As LYMEC, we are prepared to not only be actively involved in shaping the ALDE electoral manifesto, but also to highlight the hopefully many young candidates running for the European Parliament. Giving young candidates and youth ideas a platform is an important mission for the LYMEC Bureau.

4. Security:

For some, security has been a topic of concern for a while, but for the majority of Europe, security and defence has become a major issue in their daily lives ever since the war in Ukraine escalated in the invasion by Russia. As LYMEC, we will continue our fight for a peaceful, free, and open society in Europe. While physical security and defence has been in the focus, we shall not forget the online world. Hacking, malware, phishing etc. have increased in the past years and can prove to become a serious risk to public safety.

5. Fight against populism and authoritarianism within Europe

In line with security in Europe but also having in mind the upcoming EU elections, we as LYMEC will continue our mission to fight against illiberal politics and authoritarianism. We acknowledge the great concerns and uncertainty that times of pandemic and of war brought. As Liberals, we need to ensure that populism is not the answer for Europeans.

6. EU structural reforms:

The Conference on the Future of Europe promised a lot and concluded with many suggestions for important and very necessary reforms. We as LYMEC were vocal from the start and proposing our ideas for the Conference. Now is the time to hold the EU institutions accountable and ensure the many promises for a real structural reform are realized, including treaty changes where needed.

At the first in-person LYMEC Bureau meeting weekend held in Belgium, we identified the priorities for our working program for the 2022-2024 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

Based on the latest discussions in LYMEC, the recent global developments and European political agenda for the upcoming two years, the Bureau has decided to put an emphasis on the war in Ukraine, both during and in its aftermath, as well as to make sure that the conclusions of the Conference for the Future of Europe are implemented appropriately, and on making our priorities and policies heard during the rest of the European Year of the Youth. Accordingly, we have identified six cross-cutting key political areas which we will focus on LYMEC's work:

1. Future of Europe and structural reform;
2. Democracy, civil rights, security and the rule of law;
3. Climate, environment, energy and migration;
4. Digitalisation, cybersecurity and the free internet;
5. Globalisation, trade and economy;
6. Education and youth unemployment.

Key Performance Indicators:

Objective	How?	When?
<p>Advocate for our policy to European decision-makers</p>	<p>Meetings with MEPs in the European Parliament and other relevant ALDE decision-makers and stakeholders;</p> <p>Work in synergy with the various 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, in parallel in multiple fora;</p> <p>Organise at least 6 meetings between our MOs and relevant MEPs to advocate for resolutions approved in our Congresses.</p>	<p>Throughout the mandate.</p>

<p>Influence EU legislation</p>	<p>Achieve the introduction of three LYMEC-proposed amendments to EU legislation, sponsored by liberal MEPs.</p>	<p>Throughout the mandate.</p>
<p>Make our policy visible</p>	<p>Write at least 6 articles on issues and political priorities on LYMEC and partner websites;</p> <p>Liaise with the Libertas editorial board to achieve greater synergies in the articles published.</p>	<p>Throughout the mandate.</p>
<p>Work together with young European actors to promote our policy</p>	<p>Organise at least 2 political actions together with other European youth groups on matters of pan-European concern for young people where we can find consensus across ideologies.</p>	<p>Throughout the mandate.</p>
<p>Policy cooperation with our MOs</p>	<p>Organise at least 3 ELF events with our MOs in their countries or online events with the cooperation of our MOs aimed at advancing our policy. This includes existing initiatives already in place with ELF;</p> <p>Organise 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 to be held;</p> <p>Continue the organisation of Digital Assemblies so that the policy work can be debated with MOs in between congresses, as well as the policy-clean up motions and resolutions;</p>	<p>Throughout the mandate.</p>

	Hold meetings or inform MOs on possible LYMEC campaigns and ways to further LYMEC policy in their parties and to their MEPs;	
Promote our political priorities	Have at least 3 LYMEC-led online campaigns voicing concerns on topics among the identified political priorities, to the European public (decision-makers, young people, etc.), and in collaboration with our MOs.	Throughout the mandate.
Clean the policy book	Finish the process initiated in 2018 of cleaning the policy book, through the organisation of a working group.	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 European politics more relevant to young people**
- **Involve young people in European politics**
- **Be accessible and supportive to our members**
- **Communicate our political priorities to young European liberals**

Every time we communicate, one or several of these 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

We want to be as clear as possible in our communication. This means that our communication on social media should be short and snappy, preferably with only one main message per post in order to get that message across.

The most important thing is always the audience. Social media posts, letters and other types of external communication should always be created based on who the audience is. A post on Twitter can preferably be quite political and even controversial whereas a post on Instagram should be less policy heavy.

To strengthen our brand

Political organisations are built on history, values and key persons. In order to create a strong brand, we need to communicate our messages with clear common structures.

It should not matter where in Europe we communicate; our message should be recognizable no matter who the receiver is. During the past years, we have developed a strong visual brand with colours, fonts and visuals that people easily recognize. We should stick to this visual brand during this mandate and make it even more fine-tuned and recognizable. Every message should furthermore be based on our values and tailored to the regional audience if regionally relevant.

To get personal with our followers & members

The organisation LYMEC is not nearly as interesting as the people behind and within LYMEC. 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.

Our communication means nothing if we do not reach out to people and get people to relate to and engage with our content. How we as LYMEC interact with our members, partners and followers is just as important as the content we publish.

To include our values in our communication

Our values – including our political priorities for this mandate – should be the core behind every post, statement and campaign.

Objective	How?	When?
Make our leadership more approachable and transparent.	The President should always be the most visible person in our communication. 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.	Throughout the mandat
Get personal with our followers	By reacting to every comment, share and message	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 20%	By staying on top of the political agenda and posting content that concerns and engages our membership and target audiences. By interacting with our followers, liking and commenting.	Throughout the mandate
Strengthen our professional brand on LinkedIn	By posting more regularly about the work LYMEC does, Libertas articles and job opportunities.	Throughout the mandate
Plan our social media content well in advance	Use a shared social media calendar	Throughout the mandate

<p>Support our Member Organisations on social media</p>	<p>Publish supportive social media posts when an MO is running in an election (and not running against another MO). Engage with content from MO's.</p>	<p>Throughout the mandate</p>
<p>Increase our political communication</p>	<p>By actively bringing up LYMEC policy in our communication. Communication on topical political events Working with the communications team to further develop our political communication</p>	<p>Throughout the mandate</p>

Campaigns

During this mandate LYMECs foremost campaign priority will be the EP-elections. The first year of the mandate will consist of a lot of preparations and planning, while the second year we will be executing the election campaign. LYMEC will put young liberal politics on the agenda and involve young people involved in politics and get them out to vote, as well as busting myths about the EU. LYMEC will provide support and training for young candidates on the MO's national lists.

For the EP-election campaign we will

- Create a an election campaign
- Create communication strategy for the elections
- Launch an election manifesto
- Be a part of ALDEs strategy
- Support and train young candidates from our MO's.

Objective	How?	When?
Involve young people in politics and get them to vote	Communicating (liberal) politics in a way that interest young people and communicating the importance of voting	Autumn 2023 - Spring 2024, with most focus on spring during the actual election campaign
Support and train young candidates from MO's	By providing liberal policies By enabling exchange of best practices between MO's Arranging an event and/or training for candidates, online or offline	Autumn 2023 - Spring 2024

Organizational Development

This Bureau will also stress the importance of a forward-looking and efficient organisation. We firmly believe that an efficient organisation is the foundation to spread our political priorities but also to support our membership through our different activities. 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. Concretely, the Bureau will continue to use the digital tools implemented by the previous Bureau such as the ones used in the Young Changemakers Academy.

This Bureau also will look for opportunities for new training events, giving a broader membership the opportunity to experience LYMEC. Furthermore, the Bureau will propose events, training and other activities based on our political priorities and the monitoring of relevant EU topics while not forgetting the issues our membership is facing. We will also aim at developing new ones so that LYMEC has the opportunity to gather and share training content and tools. The Bureau will work also on proposing and promoting a relevant training program to its membership. The skills and tools learned during these training sessions will be highly relevant for our MOs and potential young candidates to campaign in the elections on national or international level.

A first step towards more consistency within the Secretariat was already set in the past Bureau mandate with hiring a permanent staff member for projects and administrative tasks. In order to further strengthen the staff, the Bureau will look into development opportunities and continue improving the link and synergies between the Bureau and Secretariat.

Objective	How?	When?
Evaluation of our events	<ol style="list-style-type: none"> 1. More than 80% of participants to recommend others to participate in LYMEC events. 2. Use feedback and debrief to improve events (especially recurring ones) 3. Use the political priorities and our monitoring to keep our events relevant 	Throughout the mandate
Sustainably relaunch the WG's	Giving members the opportunity to lead the WGs. Goal is to have at least 1 resolution (to a Spring/Autumn Congress) /event proposed per year	Throughout the mandate
Increase the transparency of the workings of the LYMEC Bureau	Provide sufficient time for debate and Q/A session with the LYMEC Bureau at the LYMEC Digital Assembly. Find new ways of communication (f.ex. Continuation of Bulletin) to bring the Bureau work to the membership	Throughout the mandate
Improve the digital tools in use	<p>Improve the use of currently used tools and investigate into launching new/additional digital tools that could help streamlining the work of LYMEC</p> <p>Examples for new uses of online tools could include:</p> <ol style="list-style-type: none"> 1) to provide online trainings 	Throughout the mandate

	2) gather training tools and content to be shared with the membership	
Maintain the Staff situation developed under previous mandate	Work on securing funds for staff retainment and development	Throughout mandate

Alumni network

The past mandate, 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 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 previous Bureau, the former 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. We will support them where we can in implementing these plans.

Objective	How?	When?
Increase the amount of members of the Alumni Network	Help the AN reach 50 full members	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.

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	1. Coordination with the ALDE Party strategy. 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. Implementing a new onboarding process containing formal and informal contacts. 3. Evaluate the welcome pack and improve if necessary. 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 1 new resolution 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>