

DIMI FOR LYMEC BUREAU AGAIN? YES, AGAIN!

**MODERN. INCLUSIVE. INFLUENTIAL.
BECAUSE COMMUNICATION IS POWER.**

My dear Liberal Friends,

Two years ago, I stood in front of you and said something that I genuinely believed then and still believe today: **“If you believe in something, you will improve it.”** And I decided to give it my best and show up every day.

Since 2024, I’ve had the privilege of serving as LYMEC’s Communications Officer. From the first day in office, I stepped up with the motivation to revolutionise and change. I strengthened structures, professionalised how we work and truly **revolutionised LYMEC’s communications**. What started as a communications role quickly evolved into something broader. Drawing on my professional background in strategy and organisational development, my role shifted from simply communicating what LYMEC does to thinking about how communication can **support LYMEC’s political influence and long-term development**. Because communication is not simply about sharing information. **Communication is power.**

New generations engage with politics differently. Digital communication reshapes power. Attention is scarce, and trust must be earned again. In this environment, LYMEC cannot simply adapt: **We must lead. That is why I am running again for the LYMEC Bureau.** I want to continue working to make our organisation more modern, more inclusive, and more politically influential, both internally and externally.

For me, communication must evolve **from information to influence**. Our communication should not simply report what we do, it should advocate for what we believe in. We have strong policies and ambitious liberal ideas, but if they are not communicated strategically, they will not shape the political debate. This means aligning advocacy and communication much more closely so that our political priorities are visible, clear, and impactful.

In that spirit, I would also like to establish an **annual online meeting of Communications and Press Officers from our Member Organisations**. This would allow us to professionalise our shared communication, develop joint projects, strengthen political alignment, and increase LYMEC’s visibility within our own liberal family. Because if our Member Organisations communicate stronger, LYMEC becomes stronger as well.

But we also need to think about how we **reclaim the digital political space**. Liberals were once pioneers in digital politics, and we should aim to be pioneers again. I want to work on building a network of **Digital Liberal Ambassadors**: Young liberal digital creators across Europe who can amplify liberal messages across borders, create shared messaging moments, and experiment with creative political storytelling. Influence today is digital, and liberal voices must actively shape that space.

More broadly, we must rethink how we communicate politically. Not every message needs to be a PDF. Not every resolution needs to remain static text. If our ideas are not accessible, shareable, and engaging, they will simply not travel. That is why I believe we should prioritise **video storytelling, interactive formats, creative digital publications, and campaign-based visual communication**. The goal is not just to communicate more, but to communicate smarter and with impact.

Beyond communication, **the next mandate must also focus on strengthening the strategic development of our organisation**. During the 2024–2026 mandate, I had the opportunity to contribute to the participation reform that aimed to make LYMEC more inclusive and participatory. Now we need to deepen that work. **Participation must move from representation to real influence**. Gender equality and female participation were an important starting point, but we also need to think about how we create space for neurodivergence, disability, and different socio-economic or educational backgrounds. At the same time, we must start preparing LYMEC for the **next generation of political engagement**. Generation Alpha and future digital-native generations will organise, communicate, and mobilise differently from previous generations. Our continent is diverse, so we must be as well.

Another important challenge is the growing impact of **artificial intelligence and digital governance**. AI is already transforming political work, communication, and campaigning. As liberals, we should lead by example: embracing innovation while protecting fundamental liberal principles. I believe LYMEC should develop a clear liberal framework for responsible AI use that includes internal guidelines for ethical AI use, strong standards for data protection and access, capacity-building for our Bureau and Member Organisations, and a shared commitment to responsible innovation.

Finally, we must strengthen **LYMEC's legitimacy for our Member Organisations**. Too often, LYMEC communication reaches primarily international officers. But membership fees and travel costs represent a serious investment for many organisations. LYMEC must matter not only to the individuals attending events, but to the entire organisations behind them. That means ensuring that national and regional boards understand the value of LYMEC, that Member Organisations receive tangible political and organisational benefits, and that engagement reaches beyond those who are already active at the international level.

Two years ago, I said: “If you believe in something, you will improve it.”

Over the past two years, I lived up to this and I believe there is still much more I can do. **I still have more to give.**

And I want to continue working two more years for this amazing organisation.

Sincerely,
Your Dimi