

Edgaras MASCINSKAS – Campaign and Communication Officer

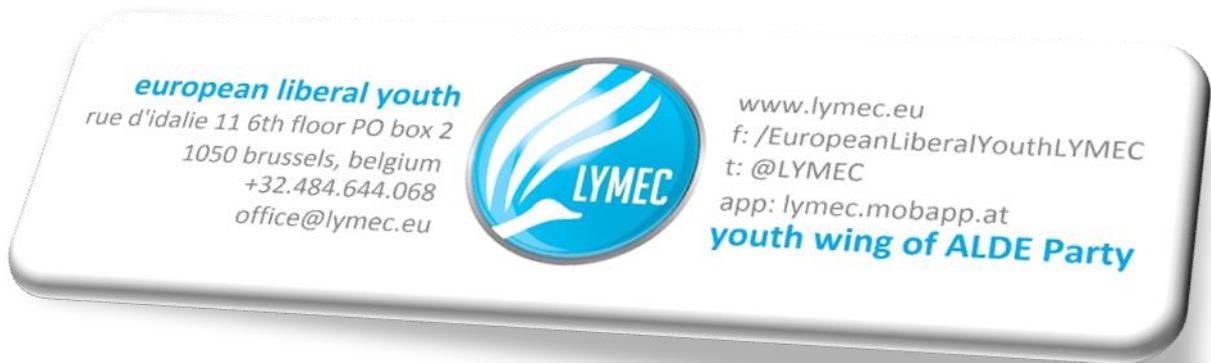
BUREAU REPORT November 2016 - May 2017

Dear friends,

As we are half way through our mandate I would like to take the opportunity to look back and check how much I have progressed with [the electoral priorities](#) I made before the election.

➤ Enlarge the voice of European Liberal Youth by devising and developing modern audio-visual campaigns and communications

For the past year my focus was primarily to improve our communications. With confidence I can inform you that about 90% of our communications are followed by a custom visual or a video – a huge improvement. With the help from our administrative assistant we implemented a forward planning calendar which helps us to identify important events. For example, on 6th February in response to the [International Day of Zero Tolerance for Female Genital Mutilation](#) we made a short infographic video linked to a resolution. The point of the video was to raise awareness as well as promote our position on the issue. We [applied the same approach for other](#) events as well. Structural reforms has allowed LYMEC to be more active and thus political in our communication. Since the last congress and with help from Jan van Run I produced video series: "[Catching up with former LYMEC President](#)" – an interesting and curious way to see how LYMEC has changed over the years. In addition to taking part in March for Europe I also did a [small social media](#) campaign focusing on our political solutions for the EU. Finally, just a few weeks ago we launched [SETTING THE AGENDA FOR EUROPE campaign](#). The campaign will raise awareness about issues that are important to young people as well as put forward solutions to those issues. In principle the idea is to group up most debated issues, extract main solutions from our resolutions and put everything in visually appealing campaign – and most importantly the report.



👉 Foster closer cooperation with liberal partners, especially the ALDE Group in the European Committee of the Regions

Significant progress has been made with regards to improving cooperation with liberal colleagues in the European Committee of the Regions. In the spirit of previous cooperation we have joined with [ALDE-CoR](#) to launch a pilot project aimed at LYMEC members who hold an office at either local or regional level. The objective of the pilot initiative is to bring young liberal and democrat politicians to meet together in a summit where they can share ideas and best practice and to meet experienced local and regional politicians in a joint meeting with ALDE-CoR. The event will take place last week of August. There is a lot of potential and interest in developing the pilot initiative further in future as it provides an excellent opportunity to equip our elected LYMEC members with skills and contacts. For the remaining of the mandate I will focus on other liberal partners.

👉 Empower and enlarge LYMEC, member organizations and individual members in policy work and communications

Together with Svenja we are working on an event which will focus on communications. The meeting should take place in Poland sometime mid-July. The idea is to provide training and support with regards to communications. For the past few months I have been working on a digital communications toolkit for member organizations and individual members therefore the event will solidify knowledge and best practice for the toolkit.

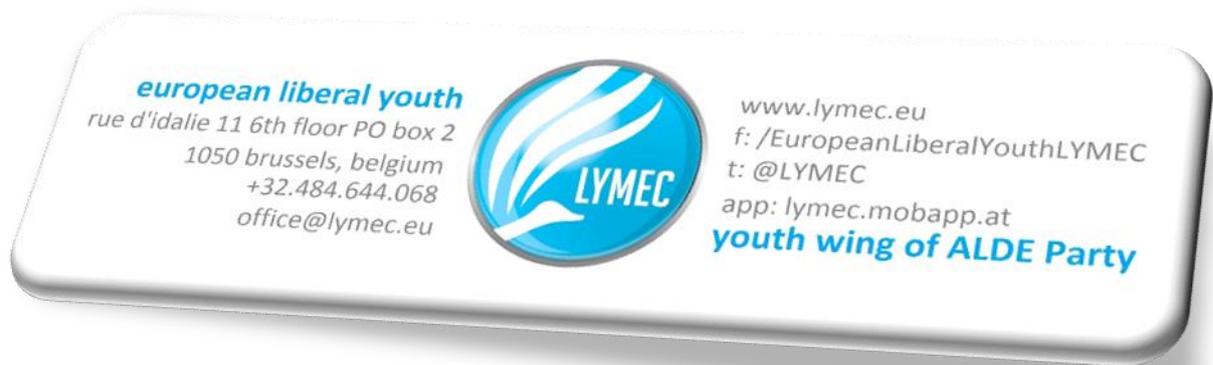
As Bureau member responsible for IMS, I would like to congratulate new IMS delegates: Benjamin Fievet, Zeneda Feratllari and Jorge de Jesus. The delegates are working on improving and reforming IMS and I am fully behind them.

As part of my regional responsibilities, I have represented LYMEC at Baltic Liberal Youth meeting in Vilnius and anniversary of Lithuanian Liberal Youth. As well as ESFL Conference in Prague and meeting with Mladé ANO. I am also very proud and happy that this congress Mladé ANO (CZ), UDI Jeunes (FR) and Forum of Young Nowoczesna (PL) will be applying to join LYMEC.

Catch you in Stockholm!

Best wishes,

Edgaras



Events attended: Meeting Finnish Center Youth - Keskustanuoret, ALDE Party Congress in Warsaw, ALDE Winter Academy in Brussels, Baltic Liberal Youth meeting in Vilnius and LLY birthday, ESFL Congress and meeting with Mladé ANO in Prague, The New Europeans seminar and Bureau meeting in Athens, March for Europe in Rome