

**european liberal youth**  
rue d'idalie 11 6th floor PO box 2  
1050 brussels, belgium  
+32.484.644.068  
office@lymec.eu



www.lymec.eu  
f: /EuropeanLiberalYouthLYMEC  
t: @LYMEC  
app: lymec.mobapp.at  
**youth wing of ALDE Party**

## **LYMEC Program of Action 2018-2020**

### **Introduction**

We are living in an ever changing world; A world that is imposing many challenges for young people and young liberals. It is not dramatic to say that the EU and Europe is at a crossroad ahead of the 2019 EP elections. The questions we have to face are complex and yet so simple. Do we want to fall back to a time of national power or do we believe European cooperation will be the basis of our freedom and prosperity in the future? Especially young people are facing difficult challenges and still today not all young people have equal opportunities throughout Europe and even worse do often not have a voice. In times like this we want LYMEC to be a place for young liberals to come together, learn from each other and grow together. The bureau wants LYMEC to be an organization that is close to its members; an organization that fights hard for its positions internally and speaks with one strong voice to the outside. LYMEC shall be an organization where everyone can feel at home, to make friendships and political alliances that will last a lifetime: A talent factory for future politicians, where we can all grow and rise to our full potential.

In our first bureau meeting after the elections we decided that we wanted to treat LYMEC as professional as a brand. Not only in branding and communication but in the way we work. We wanted to have an overall framework all our work should contribute to. This will help us to focus our activities, to use our limited resources as a youth organization as efficient as possible and to offer our members a great program of trainings, events and networking.

We identified six areas that will be in the focus of our 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

**european liberal youth**  
rue d'idalie 11 6th floor PO box 2  
1050 brussels, belgium  
+32.484.644.068  
office@lymec.eu



www.lymec.eu  
f: /EuropeanLiberalYouthLYMEC  
t: @LYMEC  
app: lymec.mobapp.at  
**youth wing of ALDE Party**

modernize the Individual Members Section, help it to grow and to connect former and current LYMEC actives through a strong Alumni Network.

Furthermore we wanted to create a new concept for the traditional Program of Action. We wanted to create a clear overview for the framework for our work as a bureau, with ambitious objectives and measurable goals to ensure we have a decent guideline for our own work and a highly transparent overview of activities. This is of course only a framework, there will be many smaller projects and activities more to come but they all should support our overall focus and strategy.

## Doing a great job requires a good strategy



Over the two-year mandate of 2018-2020 our focus is to make our organization more professional, result-driven and policy oriented. As a result-driven Bureau we will concentrate on setting and meeting our objectives, cost and quality, as well as clearly measuring our performance along the way.

For that purpose, we set out specific objectives, measurable goals, necessary resources, tools and action plans to the requirement of accomplishing success. This document will clearly lay out our ambition, priorities as well as indicate methods of keeping track of the progress.

In order to organize the Bureau more efficiently and to create opportunities for synergies between bureau members, we divided policy areas and regional responsibilities, and decided to create task forces within the team to have a more holistic approach to the bureau work. The task forces are on communication, campaigns, policy and fundraising.

**european liberal youth**  
rue d'idalie 11 6th floor PO box 2  
1050 brussels, belgium  
+32.484.644.068  
office@lymec.eu



www.lymec.eu  
f: /EuropeanLiberalYouthLYMEC  
t: @LYMEC  
app: lymec.mobapp.at  
**youth wing of ALDE Party**

Setting out KPIs will allow the Bureau to analyze our decision making for continued improvement of performance and make the achievements of LYMEC visible. This will also allow use for stronger focus on the impact of LYMEC activities.

## **Political priorities**

During the May Bureau Meeting in Brussels, we set out the agenda for the upcoming two years, focusing on key political themes. At the meeting, we decided to have digitization as a crosscutting theme that feeds into everything else. In order to become a more political organization, we 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. Defense and cyber security
3. Digital market and trade
4. Education and labor market reform
5. Environment, climate change and energy
6. Migration

Building on established political alliances, we will aim to be more political in promoting our political objectives.

**european liberal youth**  
 rue d'idalie 11 6th floor PO box 2  
 1050 brussels, belgium  
 +32.484.644.068  
 office@lymec.eu



www.lymec.eu  
 f: /EuropeanLiberalYouthLYMEC  
 t: @LYMEC  
 app: lymec.mobapp.at  
**youth wing of ALDE Party**

### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
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.
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.
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.
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.
Promoting LYMEC political ideas	1) Integrate political analysis in communications forward planning;	All (especially Social Media)	High	To be reflected in bureau reports.

**european liberal youth**  
rue d'idalie 11 6th floor PO box 2  
1050 brussels, belgium  
+32.484.644.068  
office@lymec.eu



www.lymec.eu  
f: /EuropeanLiberalYouthLYMEC  
t: @LYMEC  
app: lymec.mobapp.at  
**youth wing of ALDE Party**

## 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 is to launch and implement the new visual identity and communications strategy. We have adopted a more focused and strategic approach towards communications, setting out clear and specific objectives.

A good communications plan is the process in place to reach a set of defined goals. It must be clear on the context, the stakeholders and audience, the objectives, the actions and messages.

Our main political communication priorities during this mandate:

- Make liberalism and EU politics more relevant for young people;
- Being accessible and supportive to our member organizations;
- Focus on how concrete liberal solutions can make life freer for Europeans;
- Promote LYMEC political priorities and objectives.

We will also make a distinction and improvements towards internal and external communication, exploring different platforms and implementing new digital tools such as Discord as a platform to enhance internal communication. Where possible, we will drive political debates demonstrating our tenacity and ability to lead the current political discourse. We will put more focus on branding and marketing as to reinforce our political messaging during our events, projects and campaigns. This should become easier with the new visual identity. The new visual identity shall give LYMEC a coherent look and feel as a brand and help us spread a consistent message. Our overall aim is to rely less on traditional communication means and to be seen as innovators.



### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
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 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 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.
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.
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.
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.
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.

**european liberal youth**  
 rue d'idalie 11 6th floor PO box 2  
 1050 brussels, belgium  
 +32.484.644.068  
 office@lymec.eu



www.lymec.eu  
 f: /EuropeanLiberalYouthLYMEC  
 t: @LYMEC  
 app: lymec.mobapp.at  
**youth wing of ALDE Party**

## European Elections and Campaigns

The big topic in our mandate are the elections to the European Parliament in 2019. We took some time to consider what is it that LYMEC can contribute, as we ourselves and our mother party is not running? We decided to focus on three 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". Getting young people engaged and interested in European Politics is a goal in the chapter "Communication and branding" as well but we aim at having a concrete goal for our communication ahead of the election. We have as well created a training program for young candidates to the EP. We will be able to provide a high quality training and networking to ten promising young candidates from our Member organizations. We want to tape relevant training session and provide them online, as we are aware that there will be more interested candidates than spots we can offer.

### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
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.
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



## Organizational Development

We want to continue to further develop LYMEC as a strong organization. That includes analyzing our events, our trainings and the ways we offer cooperation, discussion and enable people to learn with LYMEC. Our goal is to enhance the quality of our events and trainings we offer to our members and to make their impact last longer. We also want to increase the size of the Secretariat.

### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
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
Analyze the Working group concepts	Analysis of current state and strategic need of WG should be to be beneficial for the organization and interesting for members to be active in	Working groups	Low	If current form of working groups is analyzed and bureau made a decision if reform is needed
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
Increase the size of the LYMEC Secretariat	A third person is added to the Secretariat	LYMEC Office	Medium	If the Secretariat is enlarged from 2 to 3 people.

## Individual Members Section

We will continue to grow and cultivate the Individual Members' Section, making it more autonomous and sustainable in the future. Our first priority is of course to reform the IMS structure, which would enable the IMS to develop further.

The Bureau will also look into updating the visual identity of IMS, implement new membership management tools, grow the number of subscribers, adopt marketing strategy and review the



IMS membership fees as to ensure the income of necessary resources for the growth of the membership.

### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
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
Update IMS branding and marketing	By June 2019 finalize implementation of the new visual identity.	IMS	Medium	Keep accurate membership growth statistics.
Grow IMS membership	Increase the number of IMS subscribers by 25%.	IMS	High	Keep accurate membership growth statistics.

## Alumni Network

LYMEC is an ideal networking platform. It has proven to be a place that brings together individuals and enables them to create great things together. We believe strengthening the Alumni Network, to bring together former and current active people will help us to be a stable and deep rooted Organization. It is a great potential for active members to grow and build a network and we believe it is an amazing opportunity to give LYMEC more relevance with their former members.

### Objectives & Key Performance Indicators

Objective	KPI	Platform	Importance	Measurement
Implement registration and membership management system	Automate membership management by 100%.	Alumni	High	When process is automated
Grow the alumni network	Increase the number of members to 50.	Alumni	Medium	Keep accurate membership growth statistics.