

Bureau Report – Vice President – Edgaras Mascinskas October 2018 – March 2019

Dear liberal friends,

Please find included a brief summary of my activities report.

As the Vice President, my main responsibilities are to support the President and the rest of the Bureau. After taking control of internal coordination, team managing and strategic overview of the Bureau, I would like to touch upon several areas of my responsibilities that I have been focusing for the last 6 months.

European Election Campaign

This spring, European citizens will elect a new European Parliament. They will have an opportunity to voice their concerns, carefully evaluate candidates and their programmes, and finally make a choice that will shape the future of Europe. For the upcoming #EUElections2019 we will build on this momentum and address two main challenges: low voter turnout and rising populisms. LYMEC will launch e-campaign titled: "**Choose your future!**" and the purpose of it is to make LYMEC more visible, political and content based organisation with strategic and creative approach to the political communication. The tone of the campaign will focus on positive messages and personal stories. As part of the campaign, we will take on busting myths about the EU, inform citizens about the membership of the EU and encourage young Europeans to participate in the elections. The objective is to reach 1-2 million young people across Europe.

IMS Steering Committee and IMS

As part of the reform process, we reviewed and updated internal IMS rules. We focused on simplification and clear division of tasks. As perhaps you now, the IMS reform gave rise to IMS Steering Committee, which is primarily tasked of animating and developing the section. The Steering Committee is composed of two individual members and a bureau member. Given my availability and experience, I will represent the bureau. IMS Steering Committee will now prepare an action plan that will serve as a basis for further section development. Our main priority remains an automation and new platform for processing IMS applications. Reaching out to ALDE for help was not very successful and getting a new tool seems too expensive.

Communication and Branding

The new visual identity has been finalised with relative success. We will now focus on our human capacity and training. We noticed that the office and several bureau members require training on digital software to fully utilize the new visual identity elements.

The website has been updated with new layout and improved security. It was important to update our security and most importantly, GDPR related elements because we process personal data and take payments as part of our operations.

Our social media has seen a steady growth and our bureau member responsible for communications will reflect on that in his bureau report. However, from strategic point of view we still struggle in providing a continuous stream of content on social media and website. The primary cause of that is lack of human resources. We hope we can circumvent this by improved office staff capacity.

All the best,

Edgaras Mascinskas

Events attended:

Dates	Place	Event/Purpose	Organisation(s)
11-14 October	Vilnius Lithuania	ELF Seminar Autumn Congress	ELF, LYMEC, ALDE
8-10 November	Madrid Spain	ALDE Party Congress	ALDE, LYMEC
16-17 November	Paris France	Young European Summit (YES)	LYMEC, JAM
13-17 December	Bratislava Slovakia	European Leadership Institute (ELI)	LYMEC, IRI
9 February	Berlin Germany	ALDE Party Council	ALDE, LYMEC
15-17 March	Paris France	ELF Seminar: "Digitalisation is the future present"	ELF, LMYEC, FORES
21 March	Brussels Belgium	ALDE Party Council	ALDE, LYMEC