

Strategic Plan 2014-2016

Voted upon by the General Assembly

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Wasilków, Poland

31 pages, 11 Strategic Objectives

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Foreword to the Strategic Plan

Dear EGEAn,

In front of you is the result of a year's extensive work. In this follow up of our previous Strategic Plan we chose to involve as many EGEAns as possible.

Everyone was given the chance to contribute with ideas, comments and not least constructive criticism.

When we set out to draw the roadmap for working on the Strategic Plan during the Organisation and Strategy Meeting in Vienna in November 2012, little did we know of how complex this mission would become.

In spring 2013, we developed a questionnaire ("Quo Vadis, EGEA?") to get some more and easier to digest input. Over 80 EGEAns filled it out and during the BoE/RCP live-meeting in Norway we went through it all. We highlighted reoccurring or similar answers and thus tried to find out what it is that EGEAns really want or how they see EGEA – what is "My EGEA"?

What became evident rather fast was that those who answered the questionnaire found that we have little science or even a lack thereof in EGEA. Also, more soft-skill trainings were requested as well as more emphasis on the promotion of trainings and scientific events outside of EGEA.

All in all there was a wish for a more integrated and comprehensive approach towards geography – you might even say

"back to geography" – and that is hence one of the aims that this Strategic Plan for EGEA provides.

Further, we also want EGEA to grow and mature. Our organisation is 26 years young but we still sometimes struggle with some teething troubles. EGEA should be a well-known, recognised and not least respected name throughout the world of geography, however, we will only achieve this if we face and overcome those challenges first.

Yet, a maturing organisation doesn't mean that we should forget that we are an association "for students and young geographers". Innovation, energy, curiosity, critical thinking, breaking with traditions and not being afraid of exploring new horizons – i.e. the virtues of being young shall be our engine for constant development.

This Strategic Plan shall help to bring and keep us on track for the next three years. Not only the administrative organs of EGEA, but we all have a responsibility to make and shape EGEA. We are EGEA. Without us EGEA doesn't exist... and what would we be without it?

On behalf of the BoE/RCP 2012/2013,



Jirka Konietzny,
President 2012/2013

Vision, Mission and Values

Vision

We believe in an inclusive and equal society in which all people are given the opportunity to realise their dreams, develop to their full potential, in which deeper mutual understanding is a reality and global solidarity is a common value

Mission

We offer experience-based and on-site learning through non-formal education all over Europe.

We endeavour to naturally bond professional, academic and social interests of young people to actively experience geography and explore Europe. By this we enable people to understand the social, natural and built environment.

Through international cooperation and intercultural dialogue we invite people to transcend their boundaries and to make room for an open and flexible mind-set.

All this shall help young people to grow as a person and benefit them in their future career.

We want to strengthen our position towards becoming a well-known and recognized voice for geographers.

In doing so we aim to actively reach out to and have a positive impact on society.

Values

FRIENDSHIP

We promote and foster friendship across borders.

INTERCULTURAL DIALOGUE

We believe that intercultural environments are crucial to create good solutions for the challenges we face in our diverse society.

TEAM SPIRIT

Experiencing and exploring our world and sharing our knowledge makes us stronger.

FUN

We greatly enjoy what we are doing and always want to share this feeling with others.

Strategic Plan Objective 1 – Organisational Structure

Objective

Develop towards a rewarding, accountable and efficient working structure for volunteering at the European level

Description

While EGEA is successful in attracting many volunteers for committees each year, it is also true certain challenges reoccur. Admittedly varying between committees, these include: not being able to retain members until the end of year, inadequate communication (within the committee and to the board), unfinished and delayed output (lack of perseverance) and, last but not least, opportunities that require larger teams such as seminars, a fundraising campaign or a career fair) are not taken due to thinning of human resources over many smaller projects.

This strategic objective follows a two-track strategy. On the one hand it aims to strengthen the current working structure by making committee work more rewarding, transparent and give it clearer mandates. On the other hand it aims to evaluate a new working structure were volunteers sign up for projects rather than a committee. The main tool for this shall be the Project Pool, an online system where proposals for projects are uploaded throughout the year by any EGEAn and to which others can subscribe after it has received the needed feedback. Firstly, such project groups match supply ('What do EGEAns want?') and demand ('What does EGEA need?') more dynamically because they are not restricted to a committee's mandate ('that is not something our committee should do'). Second, they increase recognition, ownership and responsibility of work as rewards go out to individuals and not committees. Third, they have a clear predefined output and time-frame (not necessarily a whole year) *before* signing up which can lead to higher synergy levels during team work.

Goal 1) Making current committee work more rewarding, efficient and output orientated

Strategy	Milestones	Indicators of success
Increasing awareness about committee and project work and promoting active contribution to EGEA	Work plans are published publicly by end of each calendar year	Regular news updates are posted on the website on achieved results By the end of 2016, 50% of all entities are informed, via their CP's, on what each committee does.

	<p>Committee Fairs are replaced by Project Fairs where EGEAns subscribe for projects. Also regional congresses have had a project fair.</p>
<p>Increasing knowledge on team management and project management in coordinating positions via offering fully refunded trainings</p> <p>Develop function descriptions for representatives. One which is clear in that the focus is in coordinating people as opposed to implementing projects</p>	<p>More completed projects and less projects dropped because of lack of human resources and motivation</p> <p>Training events have taken place once a year before the end of the calendar year</p> <p>Committee representatives follow up on work plans made by committees all year around.</p>
<p>Improve communication between committees and Board</p>	<p>Committee representatives report on a monthly basis to the Board following a template for reporting</p> <p>The Board is transparent in the funds available to committees and projects, to which representatives can apply</p>
<p>The Organisation and Strategy Council is used as platform to create better synergy among the work of all committees/projects and the BoE</p>	<p>The OSM has taken place at least twice a year each year.</p> <p>All representatives know each other personally</p> <p>OSC outcomes are evaluated clear and tangible to all those involved</p>

Develop mandates for committees including a list of projects they are responsible for	Both committee mandates and representative mandates are developed by end of 2014. They are approved by committees, the GA and the Board. At the end of each year, a mandate is reviewed and evaluated.	By 2016, all committees have a mandate for the whole year. Committees lacking a clear mandate have been discontinued.
Increase rewards and recognition for volunteers and increase the learning experience	By 2014, proposals for mandates are evaluated by the OSM and presented at regional meetings	General mandates are included in the Protocol by 2015 Certificates and rewards are given at each annual congress for hard working individuals

Goal 2) Implementation of an online Volunteer Pool and Project Pool, where non-committee members propose and apply for clearly defined projects

Strategy	Milestones	Indicators of success
A volunteer pool will comprise of an online visible database of EGEAns who expressed they wish to apply for projects when it suits them	The Volunteer Pool is developed and integrated in the website by the summer of 2014	The Volunteer Pool consists of at least 300 EGEAns, is updated yearly and a substantial number of EGEAns have joined several projects.
<p>A project pool will:</p> <ul style="list-style-type: none"> • Allow EGEAns to present, promote and find team members for own initiatives. • Match supply ('What do EGEAns want?') and demand ('What does EGEA need?') • Increase ownership, responsibility and recognition (visibility) of groups working on projects • Enable EGEAns to build a portfolio of 	<p>The Project Pool is developed and integrated in the website by the summer of 2014.</p> <p>Proposed projects will follow a template for key information about the project, including key learning experiences and a budget estimation.</p> <p>On a regular basis, uploaded projects are</p>	<p>Larger projects with larger teams (4-6 volunteers) have tripled compared to our current situation.</p> <p>A career fair and a larger event (such as a seminar) is organised by EGEA Europe by 2016</p>

<p>completed projects</p> <p>Both pools do not need individuals to subscribe to a committee</p>	<p>evaluated whether they are still relevant or need adaptation.</p> <p>By the end of the EGEA year 2014-2015 it will be evaluated how rewarding working project-based is considered</p> <p>In the year 2013-2014 committees should review their current working system and evaluate the adoption of a different working system, for example a system with one coordinator who oversees project originating from the project pool.</p>	<p>The Project Pool and Volunteer Pool have increased the number of active EGEAns on the European level, visible in applications for key functions.</p> <p>The amount of running and pending projects annually increases</p>
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Strategic Plan Objective 2 – Regional Affairs

Objective INTER-REGIONAL and EUROPEAN LEVEL

Goal 1) Inter-Regional cooperation and coordination

Strategy	Milestones	Indicators of success
<p>Constant close contact between the RCPs/Regional Teams.</p> <p>Constant close contact between the RCPs and the BoE (especially the Secretary)</p>	<p>By the end of 2014 Regular e-meetings (at least one every two months) and at least one live meeting between all RCPs and preferably RAs as well. At least one BoE live meetings where RCPs are present as well.</p> <p>By the end of 2015 An improved and more effective live meeting between at least all RCPS and preferably RAs At least 2 BoE live meetings where RCPs are present.</p>	<p>Minutes of regular e- and live meetings published one week after each meeting (two weeks for live meetings). Other media such as photos and videos should also be used regularly. These should be visible to the whole of EGEA</p>

Objective REGIONAL LEVEL

Goal 1) Regional cooperation and coordination

Strategy	Milestones	Indicators of success
<p>Constant close contact between the RCP and their RA(s)</p>	<p>By the end of 2014: Regular e-meetings (ca. once a month) between RCPs and their RAs.</p>	<p>Notes of e-meetings should be made publicly available and minutes of live meetings should be published latest two weeks after a meeting.</p>

<p>An online platform accessible to all members of the region via the website to provide a forum for regional discussion, communication and an archive for regional knowledge and sharing best practices. The regional teams should maintain this.</p> <p>To ensure that the online platform will be shared between former and current teams during the transition period</p>	<p>At least one live meeting of RCPs and their RAs and the launch of an online platform.</p> <p>Evaluate the possibility of having an online platform open to all members of the region so as to improve communication.</p> <p>By the end of 2015: Live meetings should become more regular.</p> <p>The platform should be further developed.</p>	<p>RAs in the end of the term are more qualified to take higher positions.</p> <p>The online platform should contain: knowledge about the status of entities, contact details, problems, etc. It should be accessible for the next regional teams.</p>
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Goal 2) All existing entities within the region get the support they require

Strategy	Milestones	Indicators of success
Contact with the contact persons from each entity by e-meetings on a regular basis.	E-meetings with CPs of active entities should be held once to twice a year, as needed.	The number of entities represented at e-/live meetings significantly increases.
Send a welcome message and set up a meeting with newly elected CPs.	E-meetings with struggling and new entities should be held three to four times a year (or more often if needed) so as to better monitor their progress.	The number of entities to be discharged at GAs shows a significant decrease.
Encourage CPs to participate more in regional e-/live meetings.	Create a template welcome message to send to newly elected CPs. Keep it up to date.	The number of entities that have voting rights shows a significant increase.
Contact with the contact persons from each entity by 3 live-meetings: during the Regional Congress, the Annual Congress, and at a CP weekend	Send regular reminders about e-/live meetings to raise awareness about them.	The number of entities present at the general assembly significantly increases. CPs have more contact with the

<p>Train CPs and prospective CPs to make their entity stronger at all available opportunities</p> <p>Give more time to the regional aspects at the Regional Congresses</p> <p>Help to find solutions for CPs who cannot be present at the General Assembly, Regional Live meetings, CP Weekends, etc.</p>	<p>If possible, RCPs/RAs should visit the entities.</p> <p>There should be a CP weekend once in a year where training is provided to the CPs and they are made aware of their job and the importance of communication, (both in general and with the regional team) and participation.</p> <p>Cooperate with RCOs to allocate more time to regional matters during the RCs.</p> <p>Take an active role in helping CPs to be present at live meetings by helping with travel suggestions, looking for travel bursaries, etc.</p>	<p>Regional Team</p>
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Goal 3) Entities are motivated to help each other, cooperate and share their knowledge

Strategy	Milestones	Indicators of success
<p>Implement a rewards scheme for good practices and hardworking individuals and entities (success stories), where they share their knowledge.</p> <p>A database of field studies should be created in order to facilitate joint scientific events.</p> <p>Promote the idea of National/sub-regional events within the region.</p>	<p>By the end of 2014: A collection of success stories/good initiatives should be gathered from entities and made visible to the whole region/all EGEA:</p> <ul style="list-style-type: none"> • Promotion of the success stories • Database of field of studies is created <p>During e-/live meetings with CPs suggest/encourage the idea of jointly</p>	<p>Where it is possible, national/joint events are jointly organised in every country</p> <p>Increasing number of exchanges within the region.</p> <p>Scientific activities/ exchanges are organised within the region.</p>

Use CP Days and CP Weekends as a forum to share knowledge and create regional cohesion.	organising national/sub-regional events. There should be a CP weekend once in a year. Use this as an opportunity for team building and regional cohesion.	At least half of the CPs/entities of the region should have published "success stories". From feedback after CP weekends, it should be noted that CPs gain skills and ideas
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Goal 4) An opportunity for potential entities to join EGEA is created.

Strategy	Milestones	Indicators of success
Collaborate with the ESC, support them and encourage interested others to join them.	Maintain regular contact with the ESC through the forum and e-meetings as needed.	EGEA covers the whole of Europe better and most European countries have at least one stable entity in them (particularly in the "problem areas" mentioned).
Encourage active entities in the respective countries to contact other universities.	At one of the regional e-/live meetings during the year, talk about finding new entities and encourage active entities to take this on.	
Visit universities for promotion.	Where possible, visit the new/prospective entities.	
Invite interested people from potential entities to participate in regional and European events.	By the end of 2014: A strategy has been created for the "problem areas"	
Create a special strategy for "problem areas" such as: France, Great Britain, Sweden, Portugal and Italy.	There are more candidating entities By the end of 2015: The candidating entities mentioned become entities, and there are new candidating entities	

Goal 5) The number of participants from the region at their regional congress (RC) is increased.

Strategy	Milestones	Indicators of success
Stronger and earlier promotion of the RC at the regional level as the only one real regional event in the year.	<p>Make use of all channels of communication/contact to promote regional congresses within the region and aid entities to send representatives.</p> <p>By the end of 2014: At least 50% of the participants from the regional congress are from the region</p> <p>By the end of 2015: At least 60% participants from the regional congress are from the region</p>	The milestone of 60% should be reached and it should be kept stable at this level for a number of years.

Objective LOCAL LEVEL

Goal 1) Visibility and support from the local universities is gained.

Strategy	Milestones	Indicators of success
<p>Have a coherent and ongoing promotional campaign at the local level</p> <p>Inspire and support entities to promote the importance of geography</p> <p>Send promotional materials such as: the external newsletter, leaflets, regional congress report,</p>	<p>By the end of 2014: A comprehensive set of materials should be collected and sent out to each entity.</p> <p>By the end of 2015: This promotion material set is improved, updated, and sent out again.</p>	<p>The amount of new interested members should increase in each entity that makes use of the promotional materials.</p> <p>The entities actively work on promoting Geography and collaborating with their faculty/department.</p>

European Geopgrapher, etc.

The entities should be making more and better contacts with their faculty/department so as to try to promote geography on a local level

Goal 2) Events/activities at a regional/international level are made more accessible to all EGEAns

Strategy	Milestones	Indicators of success
<p>Regional teams should send out a regional update with the major points/updates from the Regional Meetings and information about upcoming events, etc.</p> <p>The Regional Team will distribute the update through all available channels of communication and make it as visible as possible.</p> <p>CPs should be educated to disseminate all important information to their entity members.</p> <p>Evaluate ways of enabling more marginalised entities/individuals to be able to attend regional/international events.</p>	<p>An update should be sent out after each regional meeting.</p> <p>By the end of 2014: A strategy for the inclusion of more marginalised entities/individuals should be drawn up.</p> <p>By the end of 2015: More different EGEAns participate, and not always the same core</p>	<p>The number of EGEAns aware of and involved in international and regional activities increases in all entities.</p>

Goal 3) More EGEAns are involved in the organisation at the different levels of EGEA

Strategy	Milestones	Indicators of success
<p>Motivate CPs to inform local members about official functions and the work of the committees</p> <p>Together with the HRTC, inform EGEAns (preferably through CPs) about the HR cycle of EGEA or their possible career path, and help them to find a place that suits them within the Association.</p>	<p>By the end of 2014: Increase awareness about EGEA's official functions among CPs through training.</p> <p>There is a better cooperation between regional teams and the departments of HR and Communication/Media.</p> <p>By the end of 2015: The cooperation should be reviewed and improved.</p> <p>CPs should be targeted directly so as to be able to promote HR management in their entities.</p>	<p>Have more involved and more qualified people in the right place on the level of entities as well as the European level.</p>

Strategic Plan Objective 3 – HR Strategy

Objective

A HR strategy facilitates processes in recruitment, introduction, activation, maintaining, transfer and outflow of the individual member. A HR cycle shows and facilitates the development and career path of the individual members from local to European level.

Goal 1) To establish a Human Resource Management System on European & Local level

Strategy	Milestones	Indicators of success
Establishment of an HR Coordinator and a HR team under the responsibility of the HRTC.	The HR-coordinator achieved by 2013 on European level.	The HR coordinator/team develops and manages the HR of EGEA.
Establishment of an HR responsible in the boards on a local level in all entities. Will takes care of the members, answering questions, discovering talents and supporting them, taking care of the Alumni etc.	In 2014 there should be a HR-team on European level. <ul style="list-style-type: none"> In the end of 2014 20% of the entities have an HR responsible. In the end of 2015 50% of the entities have an HR responsible. In the end of 2016 80% of the entities have an HR responsible. 	Min 10% of the total EGEA budget should be reserved for trainings. A functioning HR team that continuously recruits new team members and monitors the personal development of their protégés.
Create budget for recruitment, promotion materials, trainings, knowledge management, travel refunds and recognition, etc.		
Development and maintenance of an EGEA HR Strategy.	In 2014 there should be a HR strategy. In the following years the strategy should be adopted according to new needs, if needed.	Joint events are promoted and attended. Experiences and best practices are gathered and shared with other organisations.
Development and maintenance of an EGEA HR cycle.	In 2014 there should be a HR cycle. In the following years the HR cycle should be adopted according to new needs, if needed.	Having an HR strategy and HR cycle is well-established and acknowledged in EGEA.
Network, cooperate and share with other organisations about HR Management/HR Strategy.		Using the HR strategy and the HR cycle is common practice in EGEA.

Strategic Plan Objective 4 – Communication & Transparency Objective

We want to create and maintain a transparent website which is continuously updated, with news from all official bodies and entities. This shall give a clear overview of all projects, activities and other news to everyone.

Goal 1) Smooth and continuous communication and transparency between the different levels of our association (European, regional, entity and individual)

Strategy	Milestones	Indicators of success
Regular (preferably weekly) short updates/promotions from all official bodies about the status of their work on the website (entity page).		All bodies are giving regular updates and EGEAns are thoroughly informed.
Use social media actively to promote EGEA and its activities		More people will know and ask about, react, and share information provided by the different levels of the association
At least quarterly internal newsletters (January, April, July, October)		Enhanced and more frequent communication in between all bodies to prevent overlaps and miscommunication
At least two external newsletters a year (summer and winter)		All bodies provide reports/articles to the editing team of the internal and external newsletter.
Regular "Ask the [body]" sessions.		Every newsletter provides information about different levels to the target audience

Strategic Plan Objective 5 – EGEA Support Fund

Objective:

EGEA as a platform for inclusion and young Europeans supporting each other

Goal 1) Participation of individuals wishing to get involved in the Association on a European scale

Strategy	Milestones	Indicators of success
<p>Creating a „Support Fund“ donating concept which encourages new ideas for funding based on several voluntary income sources and activities (local fundraising events organized by entities, donations, auctions, raffles, bingo)</p> <p>Promotion of the „Support Fund“ for targeting various donors within EGEA (individuals, entities, Alumni)</p> <p>The BoE Treasurer will be in charge with permanent updates of the „Support Fund“ income list</p> <p>A „Support Fund“ responsible is in charge with publishing of the income status and coordination of a promotion campaign.</p> <p>Granting EGEAns with fewer possibilities to participate in European level events.</p>	<p>Implement a visible self explanatory donating feature on the website by end of October 2013.</p> <p>Have an initial strongly promoted „collecting“ year starting from 1st of October to AC 2014.</p> <p>Develop clear guidelines and tools for making the „Support Fund“ accessible to EGEAns (target group, priorities, sum, application and selection procedure, application form, jury) by June 2014.</p> <p>Make an Open Call at AC 2014 for offering the announced grant for the GA 2015 and repeat the procedure every year.</p>	<p>Go over the €1.000 threshold by AC 2015</p> <p>At least one local fundraising event for the Support Fund was held within each region</p> <p>A considerable donation from EGEAns was collected during activities (auctions, bingo) at each of the Regional Congresses</p> <p>Number of present entities at congresses (regional, annual) increases from 2014 to 2016</p> <p>Number of entities without voting rights decreases from GA 2014 to GA2016</p>

Goal 2) To develop a positive attitude towards donating to the Association

Strategy	Milestones	Indicators of success
Public updates and promotion of the results of the „Support Fund“: recognition to the donors; Testimonials of the awardees;	Set-up official forum for EGEAns to keep up to date with the availability of funds by June 2014	At least one entity per region will organize a fundraising activity in the first year.
Publish yearly report for the Support Fund including evaluation of the awards		An increasing trend of the donations from 2014 to 2016. The donating idea will be promoted during all EGEA international events by 2016.

Strategic Plan Objective 6 – Fundraising Strategy

Description

At this point EGEA is mainly receiving its money from grants (subsidies). Grants are per definition unreliable in their continuity. It is important that EGEA increases its income from other sources, such as partnership agreements with companies and universities and from private donors. In order to reach this, a fundraising campaign should be developed. This campaign would take form in a Fundraising Programme (FP), in improving relations with current sponsors and in raising awareness and knowledge about fundraising amongst EGEAns. The Fundraising Programme would be a training course consisting of a number of high quality trainings and simulations open to EGEAns. Those who complete the Programme will become EGEA’s Fundraising Team (FT) by actively fundraising for EGEA’s events and the association at large.

Goal 1) To diversify sponsorship from companies and universities in order to lower dependency on grants and increase financial support for EGEAns organising and attending events

Strategy	Milestones	Indicators of success
Set up the Fundraising Programme (FP) and establish a Fundraising Team (FT)	By the end of the first quarter of 2014 the FP is presented by its organisers to the Board for allocating finances	As a result of the first year of the FT’s running, several events have been co-financed successfully.
	By the end of the third quarter of 2014 the Fundraising Programme has been launched.	The target number of events supported by the FT rises by at least 20% annually
	The first FT is established and presents their fundraising plan to the Association	The number of events co-financed with the FT’s support has increased significantly.
	The FT sets their own targets for the number of events they supported and fundraised for within the first month of their mandate	By 2016 there is a significant increase in income of EGEA Europe, due to the results of the FP and FT’s work.

		<p>The FT has consisted of at least 5 EGEAs continuously.</p> <p>Previous event sponsors are followed up for new sponsorships</p>
Set up new sponsorship contracts between companies and EGEA Europe	<p>Creation of an up to date list of potential sponsors</p> <p>Signing of a new long-term contract by end of 2014</p> <p>Signing of a new long-term contract by end of 2016</p>	<p>The list has been updated every year</p> <p>The number of new sponsorship contracts with companies has increased to at least two by 2016</p> <p>The new contracts mean a contribution of 20 000 additional euros to over a three year period</p> <p>There is sufficient reserve of 8000 euros on the balance sheet independent from grants.</p> <p>Awareness about EGEA has been raised amongst companies.</p>

Goal 2) Improve relationships with current sponsors

Strategy	Milestones	Indicators of success
Meetings with sponsors on a regular basis	<p>After each GA a contact person is allocated to each sponsor by the Board</p> <p>Mutual agreement between EGEA and sponsors on the meeting interval. To be done</p>	<p>Update meetings with sponsors have taken place at least once in every 3 months.</p> <p>The results of these meetings are</p>

within the first month after the GA

published on the EGEA website.

Positive feedback from sponsors

Goal 3) Raise awareness and increase the knowledge about fundraising in the Association.

Strategy	Milestones	Indicators of success
Promoting the FP and the FT	By the end of 2014 there is a general awareness about the FP and the FT, their aims and activities.	The popularity of fundraising among EGEA members has increased significantly. It has become common practise for event organisers to apply for the services of the FT
Motivating EGEAns to actively fundraise for their events Sharing success stories (aquired sponsorships) of the Fundraising Team and its members.	Create a communication platform for sharing experiences until half of 2014 which should be open to all EGEAns Using the platform to facilitate discussion about best fundraising practices aroud Europe The success stories are made public and visible Publishing a Fundraising Manual	60 per cent of the events have actively fundraised (interacted with a sponsor) in the year 2015-2016 Common practise to share knowledge on fundraising between event organisers News flashes showing the success stories

Goal 4) Raise awareness of ethical standards for fundraising

Strategy	Milestones	Indicators of success
<p>Provide EGEA with information on ethical standards that should be fulfilled when fundraising is being done. The ethical standards may treat topics like sustainability, workers' rights, transparency and certification of eco-friendly companies.</p>	<p>Guidelines for ethical standards for fund-raising are developed and made accessible for all parts of EGEA</p> <p>The fundraising committee is being trained in issues related to the ethical standards, in order to serve as a source of information for entities that are doing fund-raising.</p> <p>A standard form for potential sponsors, which will make clear if the ethical standards are fulfilled or not, will be created and distributed.</p>	<p>A significant amount of our sponsors fulfil the ethical standards.</p>

Strategic Plan Objective 7 – EGEA Green

Description

With the establishment of the 'EGEA Green' program we would like to counter the inconvenient truth regarding the impact of human activity on planet Earth and more specifically its ecological footprint. As an international Association we organized approximately 150 events yearly all over the Europe, of which 5 large-scale congresses. This means we have a significant impact on the environment, not only by travelling across the continent, but also on location. When the idea of EGEA Green was launched on the forum, there was found that there is already a certain interest and awareness among fellow EGEAns. Also the results from the questionnaires offered us sufficient feedback to push through this idea and create a body in favour of our Planet. The overall philosophy of green initiatives will be based on following four principles: Reduce, Reuse, Recycle, Compensation.

Goal 1) Raise the awareness of EGEA Green philosophy by creating action plan and including practical guidelines, ready for implementation by entities, event organizers etc.

Strategy	Milestones	Indicators of success
Create green guidelines with concrete to-do actions and ask entities to sign them for ratification.	<p>A project group is formed until end of year 2013.</p> <p>Green guidelines are created and distributed among EGEAns in the first half of 2014.</p> <p>Creation of green strategy for EGEA on European level and on local level.</p>	By 2016 the majority of entities will sign ratifications.
<p>Promote and implement philosophy of Green initiatives based on four principles:</p> <p>Reduce (e.g. Consumption, CO2 emission) Reuse (e.g. Multi usable cups) Recycle (e.g. Garbage separation and recycling where applicable)</p>	<p>Creation of promotional video.</p> <p>Create line of EGEA Green branded products (reusable cups, cutlery, and lunch boxes).</p>	By 2016 EGEAns will not use one-time plastic cups at any events.

Compensation (e.g. Vegetarian days at congresses and other events, tree planting activities).		
Promote planting trees with entities to compensate travelling to events.	Launch of promotion campaign about tree-planting by end of 2014.	By 2016 the majority of entities will have planted a tree.
Creation of EGEA Green – approved label.		2016 the majority of events and all congresses carry EGEA Green label.
Creation of report after events to map and measure the ecological footprint and search for improvements towards a more sustainable happening	Evaluation tool for organizers available online. Report project group is formed in 2014.	EGEA has up-to-date statistics about its ecological footprint. Reports show a decrease of the ecological footprint of EGEA. Reviewing the report will only show minor, very specific items to improve.
Creation of EGEA Green Award to trigger the competition-spirit between EGEA events to be as “green” as possible.	Formation of a jury who set criteria and publish them until half of 2014 and chooses winner. Before AC 2015 partnership is established for financing award.	By the end of 3 years the Award is well-known and recognizable by EGEAns. Event participants are willing to make proposals for Award to Jury for events they have been to.
Promote ecological travelling to reduce the footprint of transportation to attend events.	Launch of promotion campaign about ecological travelling. Awareness actions for every event, competitions (cf. WRC '13) ready for general application, end of 2014.	By 2016 there is a clear action plan that describes how ecological travelling is made possible.

Strategic Plan Objective 8 – Alumni and Graduates

Objective

The aim of this objective is to strengthen the continuity of information and experiences sharing within EGEA using the Alumni and Graduated network as a knowledge resource.

Goal 1) Sharing academic and professional interests and opportunities for graduated and post-graduated

Strategy	Milestones	Indicators of success
To offer graduated and post-graduated more attractiveness towards the website, where they can have a specific section to share experiences , advices, links and other opportunities of interest.	By 2016 , a higher number of graduated students have interest in participate and staying active on the main communication platform of EGEA.	EGEA will be seen as a facilitator between graduated and post-graduated and professional academic world.

Goal 2) Increase the visibility and role of Alumni at all levels in the Association.

Strategy	Milestones	Indicators of success
Better management, visibility and more activity on the Alumni section on the website. To promote their presence in all activities within EGEA, especially during congress, seminars and e-lectures. Encourage the coordination of Alumni also on local level, rather in current members or dead entities.	By September 2015 , have a clear definition of the role of Alumn group in EGEA. By September 2016 , have a strong Alumni group which is active on the forum.	At least 50% of Congresses and Seminars count with the participation or support of persons belonging to Alumni.

Strategic Plan Objective 9 – EGEA Public Relations

Objective

EGEA is well known on national and international level.

Goal 1) Promote EGEA and geography more effectively through the media on national and international scale

Strategy	Milestones	Indicators of success
Create a press list which should be kept updated where any press releases can be sent out. Media should include, newspapers, blogs, partners	By December 2013 Press list is created and maintained by the BoE	The EGEA press list includes a wide variety of prominent international media
All press releases published should be archived on the EGEA website in an accessible place and a link to this should be included in press kits.	An archive for press releases should be created on the EGEA website in an accessible place.	The EGEA press list is regularly used and updated
Encourage CPs and event organisers to have a national and local press list (entities from the same country can collaborate and share information about this)	By the end of 2014 A number of press releases have been sent out in a timely manner and at least one has been published in a prominent source	All main events produce timely press releases which are sent out through the press list and published
Encourage CPs and event organisers to promote their work through inviting media at the event, sending a press release at the beginning or end of the event	The archive should be kept up to date and a link to this should be included in press kits.	The archive is well maintained and up to date.
All press releases published should be archived on the EGEA website in an accessible place and a link to this should be included in press kits.	At least countries hosting main congresses have compiled a press list and sent out at least one press release for their event	EGEA events all produce a press release which is sent out to local and national media
	By 2016 At least every country has a	Press releases emphasise EGEA and geography in order to promote the image of both

national press list shared amongst entities and used to promote national and local events

The archive is well maintained and up to date.

The archive should be kept up to date and a link to this should be included in press kits.

Strategic Plan Objective 10 – Corporate Identity

Goal 1) A united corporate image which is reflected in all official documents, Website, e-mails, presentations

Strategy	Milestones	Indicators of success
Template for minutes, letters, reports, powerpoints, prezi	By the end of 2014 Templates should be created	More EGEAns should recognize the EGEA "brand"
Establish a comprehensive "brand guide" for EGEA.	Promotional packages and press kits should be ready to use	More EGEAns should be able to quote the motto.
Use the EGEA Motto more effectively and frequently	The brand guide should be created	CPs should register an increase in membership as a result of better promotion
Create and use "professional" [for lack of a better word] promotional videos to attract new members and inform people about EGEA, its activities and its events.	The motto should appear more frequently More promotional videos should be created and included in press packages and promotional packages	More sponsorship deals should be signed.
Together with the regional teams create a promotional package to send out to every entity for them to use/adapt for promotional campaigns	By the end of 2015 Evaluate and update all of the above	More EGEAns recognise and use the official templates created
Put together a press kit (including presentation, promotional materials, suggested text) which can be sent to any EGEAns to promote EGEA externally	Use them in order to have more and better meetings/contact with	
Use these items to attract better sponsorship deals		
Inform all EGEAns about this new corporate		

identity with the cooperation of the BoE, RCPs, Committees, and CPs

Goal 2) Promoting EGEA Europe at as many EGEA events as possible especially large international ones such as congresses and seminars

Strategy	Milestones	Indicators of success
<p>Make the EGEA brand present at such events through the use of the banners, roll-ups, flyers and other promotional material.</p> <p>Inform EGEAns about the possibility of using the banners, roll ups and other material available in Utrecht for these events.</p>	<p>By the end of 2014 All regional and annual congresses of EGEA promote the EGEA brand along the event's image</p>	<p>EGEA promotional material is exhibited also at EGEA events</p> <p>More EGEAns identify with the brand of EGEA Europe</p>

Goal 3) Promoting EGEA Europe at as many events as possible especially ones related to geography where prospective entities, partners, and sponsors are present

Strategy	Milestones	Indicators of success
<p>Actively seek out such events at which to promote EGEA and, if it is a yearly occurrence endeavour to repeat attendance on a yearly basis.</p>	<p>By the end of 2014 The press kit should be used to promote EGEA</p> <p>The number of events EGEA has attended for promotional reasons should increase. These should be revised and further enhanced by the end of 2015. Attendance at the events which happen on a yearly basis should be repeated</p>	<p>EGEAns representing EGEA at International events should find it easier to do so.</p> <p>The number of opportunities to represent EGEA at international events should increase.</p>

Goal 4) All EGEAns feel like ambassadors of EGEA and promote the activities, ideas and values of our organisation within their social and professional circles

Strategy	Milestones	Indicators of success
<p>Give members more opportunities to acquire EGEA branded merchandise with which they can promote EGEA.</p> <p>Put a heavier emphasis on the ideas and values of the association at events and in all official documents/channels of communication</p> <p>Make use of the newsletter more publicly by making it more regular and more visible.</p> <p>Promote the website as a place to continue feeling the "EGEA Spirit" and continue intellectual and social exchange throughout the year</p> <p>Have regular video/blog updates from EGEA Officials published on all channels of communication.</p> <p>Keep all channels of communication (website, Facebook, twitter, Youtube/Vimeo account, Wikipedia page, etc) up to date at all times and ensure that they are shared by all different levels within the organisation</p>	<p><i>By the end of 2014</i></p> <p>Give more EGEA branded items out as prizes or make them more available to purchase at EGEA Events.</p> <p>The newsletter should become a repeated occurrence and one which EGEAns find useful.</p> <p>The amount of discussion on the EGEA website and other online platforms should increase.</p> <p>Video/blog posts from all officials should become a regular occurrence</p> <p>All channels of communication should be used regularly, methodologically and effectively</p> <p>EGEAns should feel comfortable using the EGEA logo and EGEA merchandise even at their home University by wearing/using EGEA merchandise and using the EGEA logo for their faculty presentations.</p>	<p>EGEAns should feel more up to date in what is going on in the organisation, as well as the aims and values of the Association</p> <p>There should be an increased use of the website and other channels of interaction by individual members</p> <p>EGEAns should feel able to promote the image of EGEA within their academic and social circles</p> <p>Creating a bridge between EGEA and the world as a whole</p>

Strategic Plan Objective 11 – Contribution to society

Objective

While EGEA focuses on a variety of societal relevant topics, today little has been done to valorise these findings. Due to several study- and international backgrounds of our participants we can offer a creative and pragmatic output.

Goal 1) Serving society's needs and helping to finding solutions to present problems in the world

Strategy	Milestones	Indicators of success
Promote problem solving orientated research within our members	<p>Creating a list of present problems in society that geographical academic research can contribute to solving until the end of 2013.</p> <p>Design a promotion campaign for gathering already existing research made by EGEAns on the problems proposed until February 2013</p> <p>Connect already existing research papers and solutions given by EGEAns until July 2014</p>	<p>A big number of EGEAns in collaboration and at least one external contact will contribute to the creation of the list.</p> <p>EGEAns will answer promptly and will share their research results and papers.</p> <p>The research papers and solutions gathered will cover a high part of the societal problems detected.</p>
Encourage EGEAns to make research, to conduct workshops and to facilitate solutions gathering for the problems detected	<p>Contact partners (e.g. NGOs, INGOs) for developing common projects until end of 2014</p> <p>Promotion and allocation of human resources for research on the common projects with partners until end of 2014</p>	<p>At least one project based on finding solutions for society through geographical research was developed with partners and worked on.</p> <p>At least one EGEAn will allocate his research topic for working on the project in cooperation with the partner.</p> <p>At least one scientific workshop per year will be dedicated to finding solutions for the problem detected.</p>
Valorise the outputs of events	<p>Develop a reporting and promotion system for the outputs and ideas that EGEAns contribute to until the end of 2014</p>	<p>EGEA will be recognized as a valuable ideas generator for finding solutions for present problems in the world through geographical research.</p>