



EGEA 2020 Strategic Plan

2017

Approved by the General Assembly

16.09.2017

Szczyrk, Poland

Introduction

EGEA has come a long way. The development into a large association that is present in most countries of Europe is the result of years of growth and directional evolution. An organisation with so many young and motivated individuals is very dynamic – new ideas emerge and new initiatives kick off constantly.

The **Strategic Plan** is supposed to help the Association to implement structural changes that surpass individual leaderships. It is key to ensure that future leaderships follow up on and conclude the implementation. Nevertheless, much of the development of our Association is shaped by the priorities and work plans of individual leaderships.

To allow the yearly changing leaders to flourish and to realise their innovations, the Strategic Plan is merely a guide highlighting focus areas (Knowledge, Awareness and Empowerment) of our Association, where development is sought after. This Strategic Plan is the base of the **annual Policy Papers** of the Boards and Regional Teams, which lay out how exactly a certain area of the Association is aimed to develop.

The **idea pool** as the third related document acts as a constant source of inspiration and innovative ideas for the Policy Papers. Additionally, by reviewing and updating the idea pool on a regular basis, it is ensured that the strategy and ideas always have a connection to active EGEAns.

This Strategic Plan is in effect from the General Assembly 2017 until the General Assembly 2020.

Knowledge

Knowledge Transfer

Knowledge Transfer includes information flow from predecessors to successors, as well as between and within different EGEA bodies. Due to EGEA's dynamic nature with short periods in official positions, an efficient transfer of knowledge from the experienced people to the successors is essential. We aim for a structured transfer of that knowledge for positions on all levels (entity level to Board level) through different means of communication (e.g. manuals, transition meetings, mentors). Given the detailed structure of EGEA, the work of different bodies often correlates or even overlaps with that of another; so active communication between different bodies is critical. Regular updates and awareness of topics that may be of interest for other bodies are important.

Knowledge Storage

Knowledge Storage means constant and more systematic storing of all digital and analogue documents and information relevant for the Association or parts of it. It also means unifying the system so that the same information isn't stored unnecessarily in multiple platforms and the preparation and storage of minutes. At the moment part of the information is easily lost as it might be stored in locations not known or not accessible to others. The aim is to use specific platforms for storing information and to make sure that all documents that should be stored for the future are stored. This can be done through the library on the website, through positional Google drives and also through different manuals.

Knowledge Access & Visibility

In order to improve the information flow it is necessary to set up a strategy for easy information access and visibility. This means it has to be made sure that EGEAns know where they can find information and that information is accessible for everyone who needs it. This can be achieved via multiple solutions such as regular and visible meetings with minutes, manuals and awareness of them, a well-organised online library as well as knowledge about who to ask for assistance.

Awareness

Social Awareness

Social Awareness stands for acceptance, tolerance and solidarity towards a diverse social composition within our Association. EGEA is an international organisation and therefore includes diverse backgrounds by its nature. It is an inclusive Association that is open to everyone. We aim for an open and accepting climate that is non-discriminatory and offers equal opportunities for everyone. This can be done through awareness campaigns and seminars as well as solidarity actions such as the Support Fund and more.

Environmental Awareness

Environmental Awareness includes knowledge about processes in and influences on the environment as well as knowledge about how to protect it. As geographers and travellers at the same time, it is important to be aware of the environment and the impact others and we have on it. We aim at increasing environmental awareness on both a scientific level as well as through our actions. This can be done through workshops, lectures, travel competitions, sustainable events, projects of EGEA Green and more.

European Awareness

European Awareness stands for the understanding of Europe as a diverse but nonetheless peaceful and united continent. Through its network all over Europe, EGEA creates connections and friendships across borders. We aim at fostering a respectful treatment of different views and opinions, to value cultures and traditions, to facilitate cross cultural dialogue as well as raising the awareness of being a European citizen.

Geographic Awareness

Geographic Awareness stands for the knowledge about and the appreciation of geography as a subject and as a research area in public, within the scientific community and among geographers. To maximise the impact and increase the reach of geographic research, people need to know what geography stands for and value the geographic approach. The aim is to improve the reach and impact of geography by promoting different geographical approaches. Public information events and awareness campaigns are possible means to spread this message.

Empowerment

Personal Development

Empowerment means to encourage people to push their limits, broaden their knowledge, to make optimal use of their capabilities and to improve their self-confidence. In terms of personal development this includes both scientific education as well as soft skills. The aim is to bring EGEAns to a new level and achieve a permanent increase in capabilities, which will also be of use in the professional life. While scientific workshops, lectures and excursions are tools for scientific education, trainings or mentoring projects can pose an opportunity for informal soft skill education. Learning from the experience of Alumni and keeping up active contacts with other EGEAns can also be a crucial part of personal development in EGEA.

Participation

In relation with participation, empowerment means activating talented and dedicated EGEAns to engage in the creation and maintaining of our association and to make them responsible, democratic citizens. The aim is to motivate EGEAns to take responsibility within the Association and to give them the opportunity to grow with their tasks – shaping them into qualified and sought-after leaders for their future life. Promoting knowledge about the different positions and their duties, as well as other incentives, such as certificates could be tools to achieve this goal.