

## **P2 FYEG Strategy 2022 - 2025**

Proposer: FYEG  
Agenda item: 2. Plans

### **Plan text**

1 FYEG Strategy

2 **2022 - 2025**

### **Introduction**

4 FYEG has been growing steadily in terms of organisational capacity and political  
5 impact since 2014 and the Green Wave of the EU elections in 2019 has rapidly  
6 amplified the process. In 2020, the FYEG Executive Committee started a process  
7 for organisational change aiming to ensure that FYEG will continue to develop  
8 and grow in a coherent and sustainable way in order to be able to continuously  
9 work for a stronger young green European movement.

10 The Executive Committee, Advisory Committee and Secretariat worked on this  
11 organisational change process together with a consultant (the European Activism  
12 Incubator). They assessed FYEG's internal structures and processes, evaluated  
13 the organisation's main challenges and then selected three key priorities to  
14 improve FYEG's capacities and impact. Two of these priorities were linked to  
15 FYEG's strategic planning and aimed to (1) create a more focused and actionable  
16 strategy and (2) implement processes and tools to ensure the Executive Committee  
17 and Secretariat's work is more focused, efficient, manageable and in line with  
18 FYEG's strategy and through better delegation systems.

19 This Strategic Plan is the result of the organisational change process. It is  
20 based on a Member Organisations Survey and workshops gathering the Executive  
21 Committee, Secretariat and Advisory Committee. It highlights FYEG's core vision  
22 and mission, as well as the organisation's strategic focus and objectives for  
23 the coming years, setting a clear mandate for future Executive Committees. The  
24 Strategic Plan will be implemented through FYEG's Activity Plans and Financial  
25 Plans and monitored via a Strategic Framework with Key Performance Indicators  
26 (KPIs).

27 FYEG's main goal is a feminist, diverse, democratic, sustainable and social  
28 Europe. In order to achieve our goal we use different channels, political arenas  
29 and tools.

## 30 Background

31 FYEG is the European umbrella organisation for Young Green organisations from  
32 all over the European continent, from Azerbaijan in the East to Ireland in the  
33 West and from Cyprus in the South to Norway in the North. FYEG's member  
34 organisations have various backgrounds: local ecological groups, student unions,  
35 youth wings of Green political parties and Young Green civil society  
36 organisations. They were created and are developing in different political and  
37 institutional contexts. They also vary in size and impact, from small or newly  
38 established organisations who focus on recruiting members to large and well  
39 established organisations who have parent parties in government and focus on  
40 putting forward the youth voice in the legislative agenda.

41 One of FYEG's main roles and challenges is to bring these very heterogeneous  
42 member organisations together and support them in bringing forward a common  
43 vision. In order to better understand the needs of our member organisations, we  
44 launched a Member Organisation survey. The survey aimed to evaluate FYEG's  
45 current work and set priorities for its future activities in line with the needs  
46 of FYEG Member Organisations. 20 member organisations responded to a set of 22  
47 questions across 7 topics.

48 The results of the survey showed the following key points:

- 49 • FYEG's main strength is seen as capacity building for its members and  
50 young green organisations in general. Member organisations are most  
51 interested in training related to the development of their organisation  
52 (such as volunteer management and fundraising) but a lot of respondents  
53 also report that their organisation lacks the capacity and time to attend  
54 FYEG's training;
  
- 55 • FYEG's main added values are seen as pioneering new and radical ideas  
56 through activities engaging young people and coordinating public campaigns  
57 across Europe;
  
- 58 • In line with FYEG's analysis, member organisations identify the political  
59 activation and recruitment of members from racialized communities as the  
60 most relevant priority to improve the inclusion and representation of  
61 racialized communities within our movement.

62 Along with FYEG's monitoring and analysis of members' engagement with FYEG  
63 activities, the results of the survey were fundamental in understanding the  
64 needs of the member organisations and incorporating them in FYEG's strategy.

## 65 **Vision, mission and strategic focus**

### 66 **Vision**

67 FYEG's core vision is a just, feminist, diverse, democratic, sustainable Europe  
68 where people are happy and free. Run by young people, for young people, FYEG's  
69 core mission is to empower young people to bring forward their perspectives in  
70 order to realise this vision, in line with green values.

### 71 **Strategic focus**

72 In order to realise its vision and mission, FYEG strategic focus for 2022-2025  
73 will be on:

- 74 • **Strengthening the FYEG Network and Membership Coordination;**
- 75 • **Capacity building;**
- 76 • **Bringing forward the youth perspective;**
- 77 • **Organisational growth.**

78 In addition, FYEG will make inclusion and diversity an overarching focus of its  
79 strategy and activity plan, with the aim of building a more inclusive and  
80 diverse network where racialised communities and other underrepresented groups  
81 are better represented.

### 82 **Practical implementation**

83 To realise its mission, FYEG is led by its Executive Committee and run by its  
84 Secretariat. The FYEG Executive Committee is elected by FYEG's member  
85 organisations at the annual General Assembly. The FYEG Secretariat is based in  
86 Brussels, Belgium and is managed by the Secretary General, who is elected at the  
87 General Assembly. In realising its mission, FYEG is guided by its Political  
88 Platform that is adopted by Member Organisations at the General Assembly and

89 lines out the organisation's political positions and values in detail.

90 Strategic objectives

91 Find below the strategic objectives for each strategic focus:

92  
93

## 1. Strengthening the FYEG Network and Membership Coordination

94 The first strategic focus of FYEG is strengthening its network and membership  
95 coordination. For more than 30 years, FYEG's Member Organisation have joined  
96 forces at the European level, uniting their collective aspirations to learn from  
97 each other, to debate, to campaign together and to make the green Europe we wish  
98 to see become a reality. FYEG will continue to coordinate its network and member  
99 organisations to best serve both the federation as a whole and individual member  
100 organisations.

101 FYEG's long term goal is to maintain and develop a strong and well coordinated  
102 federation where member organisations are actively engaged and where FYEG's work  
103 complements the work of its member organisations.

104 Based on this goal, FYEG's priority will be to focus on its current members  
105 rather than expanding and growing its membership. This means expansion will only  
106 be pursued with organisations that are already connected to other Green family  
107 actors such as EGP, GEF or CDN, in countries where FYEG is not yet represented  
108 and when FYEG Executive Committee and Secretariat have the capacity to implement  
109 a meaningful welcoming process for and with the incoming organisation.

110 To realise this goal, FYEG will focus on 6 strategic objectives in the coming  
111 years:

112 1. Tailor FYEG member organisation coordination and communication to the  
113 needs and demands of the member organisations;

114 2. Improve the engagement of FYEG's member organisations from the South,  
115 especially to ensure they are more proportionally represented in FYEG's  
116 political work and long term planning;

- 117 3. Improve the engagement of FYEG's member organisations from the East and  
118 empower them to be more active in the federation. To this end, FYEG will  
119 continue to support and cooperate with CDN, an instrumental and important  
120 partner organisation that is committed to develop and implement Green  
121 ideas in Eastern Europe;
- 122 4. Invest in its candidate member organisations to implement a meaningful  
123 integration process;
- 124 5. Increase the attention and support towards struggling member  
125 organisations;
- 126 6. Facilitate political exchanges at the federation level.

127

## 2. Capacity building

128 FYEG advocates for a systemic change that requires a transformation of society  
129 as a whole. In order to achieve this, FYEG strategically focuses on capacity  
130 building of young people across Europe and empowering changemakers through  
131 training and non-formal education projects. As a European organisation, FYEG's  
132 work is centred on the European level and reaches the regional and national  
133 level through its member organisations who, in turn, reach and impact the  
134 provincial and local level.

135 FYEG's long term goal in capacity building is twofold. On one hand, FYEG will  
136 invest in the capacity building of its Member Organisations to be more  
137 resilient, resourceful, sustainable, effective and efficient in delivering  
138 change at local and national levels. On the other hand, FYEG will empower young  
139 people to be skillful and impactful change-makers that are equipped and  
140 confident in developing radical ideas.

141 Throughout its activities, FYEG will work to develop and foster critical and  
142 analytical thinking as well as creativity and progressive ideas among young  
143 people, through quality non-formal education, capacity building and  
144 intercultural exchanges. FYEG will also encourage and promote inclusive and  
145 active participation of young people in democratic processes, especially for  
146 young people from racialised communities and other underrepresented groups.

147 **To realise these goals, FYEG will focus on 4 strategic objectives in the coming**  
148 **years:**

- 149 **1. Improve the capacities and resources of FYEG's member organisations and**  
150 **develop their competences in empowering young people at the national**  
151 **level;**
  
- 152 **2. Increase youth participation in electoral processes, specifically the**  
153 **number of young greens running for political mandates at the national and**  
154 **European level;**
  
- 155 **3. Create a space for young people to develop progressive ideas with relevant**  
156 **and meaningful political output;**
  
- 157 **4. Increase the level of inclusion and diversity within the membership of**  
158 **FYEG's member organisations and at FYEG's educational activities.**

159

### **3. Bringing forward the youth perspective**

160 **FYEG fights for equality, inclusion, personal liberties and freedoms, social**  
161 **welfare and survival and well-being of our planet. As written in FYEG's**  
162 **political platform, FYEG does not see a single one of these political issues as**  
163 **a lone priority but instead fights for all of them simultaneously.**

164 **In order to achieve its vision of a feminist, diverse, democratic, sustainable**  
165 **and social Europe, FYEG uses different channels and tools. We work to be present**  
166 **and heard at all stages and levels, be it institutions of formal politics or**  
167 **grassroots level.**

168 **FYEG has two long term goals for bringing forward the young green perspective:**  
169 **(1) Ensuring that young people can participate and influence democratic**  
170 **processes and political institutions at the EU and European level, especially**  
171 **for young people from racialised communities and other underrepresented groups;**  
172 **and (2) ensuring the development, dissemination and adoption of new radical**  
173 **progressive ideas and policies in line with FYEG's Political Platform,**  
174 **especially in policy areas that predominantly affect youth.**

175 With this goal in mind, FYEG will use its network and capacity building  
176 activities to empower young people to bring forward new radical progressive  
177 ideas and policies. FYEG will use its platform and media presence to amplify the  
178 youth voices and demands, with a particular focus on marginalised young people.  
179 When relevant for its work and objectives, FYEG will continue to collaborate  
180 with other youth organisations or progressive organisations in order to achieve  
181 greater impact and diversify its outreach.

182 FYEG will use its strategic partnerships with the European Green Party and the  
183 Greens/EFA Group in the European Parliament to ensure the youth perspective  
184 influences all parts of EU and European decision-making processes. FYEG will aim  
185 to continue its work as a member of the Advisory Council on Youth to the Council  
186 of Europe, to make sure that the Council of Europe provides democratic and  
187 transparent support to youth organisations and prioritises the relevant  
188 political priorities of the Youth. FYEG will also continue to influence the UN's  
189 climate policies through its COP delegation.

190 To realise these goals, FYEG will focus on 4 strategic objectives in the coming  
191 years:

- 192 1. Disseminate FYEG's educational activities and political statements to a  
193 broader audience, utilising communication and media tools;
  
- 194 2. Improve the interest and engagement of FYEG's member organisations and  
195 young people in European and EU politics through joint campaigns and  
196 communications;
  
- 197 3. Improve FYEG's political impact at the European level by focusing on  
198 existing partnerships with EGP and the Greens/EFA Group in the European  
199 Parliament and, when relevant, by fostering networking with the European  
200 Youth Forum and other youth organisations;
  
- 201 4. Increase youth participation, both in terms of voter turnout and in terms  
202 of young Greens running for the European Parliament in the EU elections in  
203 2024 via an impactful elections campaign.

204

#### **4. Organisational growth**

205 **Finally, in order to better implement its work and objectives, FYEG's last but**  
206 **essential strategic focus is organisational growth. Since the organisational**  
207 **change process started in 2020, FYEG has made a lot of progress, but there are**  
208 **still a lot of areas where improvement is needed in order for the organisation**  
209 **to be able to more effectively execute its mission. To this end, FYEG will**  
210 **continue to work on its internal structures and processes.**

211 **FYEG's long term goals in terms of organisational growth are (1) to have a**  
212 **network and internal structures that are strong, resilient, sustainable and**  
213 **efficient in order to better achieve their goals and objectives and (2) to**  
214 **ensure that FYEG grows in a meaningful, strategic and sustainable way that**  
215 **benefits FYEG as an organisation and as a network.**

216 **In the medium term, FYEG will aim at improving long term planning and continuity**  
217 **within FYEG's structures by developing a 5 years Strategic Plan to be adopted at**  
218 **the 2025 General Assembly, proposing the adoption of a 3 years mandate for the**  
219 **Secretary General and evaluating the possibility of extending the length of the**  
220 **mandate for the Executive Committee in the future.**

221 **To realise these goals, FYEG will focus on 3 strategic objectives in the coming**  
222 **years:**

- 223 **1. Improve FYEG's internal management, governance processes and transfer of**  
224 **knowledge;**
- 225 **2. Improve the working conditions and retention of FYEG's staff and Executive**  
226 **Committee;**
- 227 **3. Improve FYEG's Strategic Framework with the aim to facilitate monitoring**  
228 **and evaluation of the implementation of the Strategic Plan and to ensure**  
229 **adequate use of resources and capacities when creating the Activity Plans.**