



Minutes of 1. ERIC Meeting July 2017

Online Meeting held via Facebook
June 11th, 2017 – 20:00 pm EET

Agenda

1. **Discussion on how ERIC meetings should work**
(Frequency, Style, Action items, MoM)
 2. **ERIC committees**
 - a. Website Committee
 - b. Directory Committee
 - c. Marketing Committee
 - d. Webinars & Workshops Committee
 - e. Social Committee
 - f. Outreach Committee
 3. **Discussion**
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1. ERIC Meetings

Regarding the frequency of our meetings we will meet every month after filling out a doodle form which will reveal the most fitting date and time for the majority of the team.

The option of writing during the meetings allows us to keep track of all comments, ideas and discussions. At the end of each meeting we will have a list of minutes and action items which will be provided to the team some days after the meeting, depending on the circumstances.

The meetings should last maximum 1 to 1.5 hours. The buddy system is created in order for us to get to know each other better, we should invest in it.

Poll:

Did you like this form of meeting? (facebook chat, no audio, no video)

24 voted "yes", 3 voted "yes but I think for the future we might use audio as well", 0 voted "no"

2. ERIC Committees

We have established committees with the function of working groups during the year.

You can join one or more committees by writing down your name next to them after clicking on the following link. **Deadline: 16.07.2017**

<https://docs.google.com/spreadsheets/d/1ZPVputmS2BlqyRA61CLaA0PmnUJp-WT2OzMF0ZMhTKw/edit?usp=sharing>

Screenshot:

Rotaract Europe 2017/18 - Committees				
COMMITTEE		DESCRIPTION	ERIC Supervisor(s)	MEMBERS
WEBSITE	Technical Development	- Reform the old ERIC website and bring it to 2017; - Create a sign-in area; - Review of all content.	Paul Justin	
	Creative Design	- Reform the old ERIC website and bring it to 2017; - Redesign banners and create new ones (always applying the Brand Book rules).	Susana	
	Management	- Review of all content; - Keeping it updated.	Christian P.	
DIRECTORY		- Each year our MDIO compiles an ERIC Directory - Historical and current data which makes it a great resource for Districts and Clubs - By making an online directory, the data can continually be updated and kept current, making the Online Directory a most useful resource to refer to when needed and used to connect	Paul Lucky Justin	Merve
CONTACT STRATEGY	European	- Create a contact strategy with an newsletter system across all the Europe; - Template design; - Management of data base; - Identify the best tools (example: MailChimp, Egoi, etc).	Justin Louise	
	Joint with med mdio and D2452	- Take content from eric newsletter and work with D2452 & MED	Justin	
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MULTIMEDIA		- Create new forms to engage our audience through Videos, Gifs, and other animation formats; - Helping the HOCs of this year ERIC promoting their events.	Mafalda	
WEBINARS & WORKSHOPS	Organizing	- Find interesting themes for our Monthly Webinar and REMs/EuCos - Topics such as how to increase membership, get funding, etc	Lucky Justin	
	Marketing	- Help the Marketing Committee promoting it.	Susana	
SOCIAL		????		
OUTREACH - TBD	Social Communications	- Help reach out to action groups, rotarians and projects/fellowships <small>Next term has a term national of Rotaracteur/Entourage</small>	Christian M. Lucky	

2.1. Website Committee

Supervisor: Paul Sampatakakis - Secretary

The ERIC website was updated and more updates are going to follow. For this reason we created a committee that is going to take care of all matters concerning rotaracteurope.org. One of the major tasks will be posting of articles. Typically, ERIC does a magazine 3 times a year. However, we don't believe that this is efficient. Therefore, we plan to strongly enhance our social media, the website as well as an e-newsletter.

The CRs that have relevant experience are more than welcome to help by joining the committee. Furthermore, we are facing a few challenges with our website and we are examining the possibility of moving it to another host.

2.2. Directory Committee

Supervisors: Lucky Dalena-Vice President & Paul Sampatakakis - Secretary

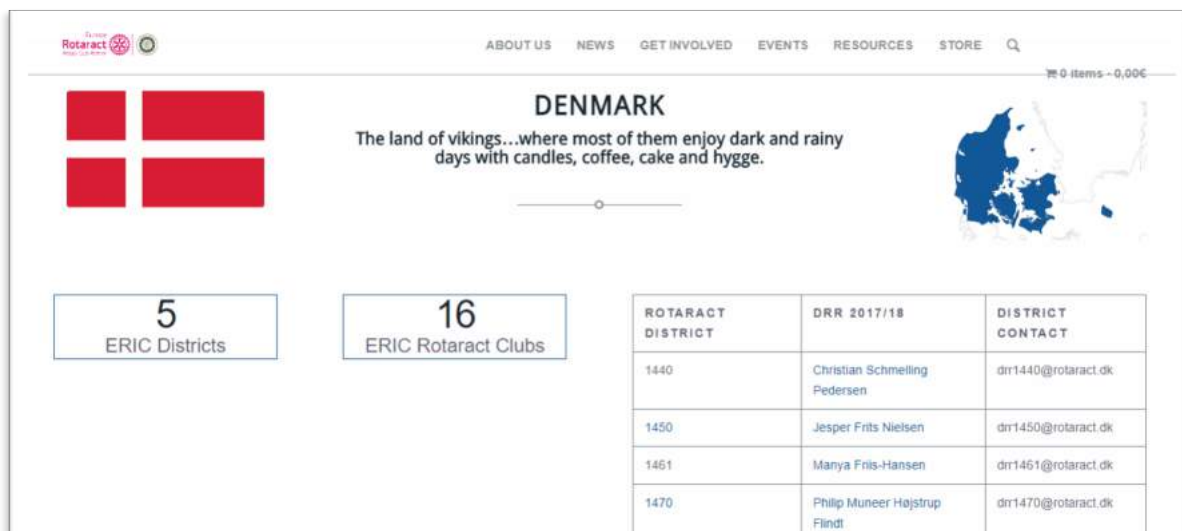
a. European Rotaract Directory:

Supervisor: Paul Sampatakakis

This year is going to be the very first where we will have a completed online directory containing of all European Rotaract Clubs.

Instead of estimations regarding the number of Rotaractors and Clubs, we will get to know the real power of European Rotaract. It will be hosted on our website and each country shall have its own page containing information about its districts and Rotaract Clubs. Moreover, each CR should send a sentence that describes its country in the best way to be posted on the page of each country.

Example of Denmark:



Rotaract Europe MDIO

ABOUT US NEWS GET INVOLVED EVENTS RESOURCES STORE

0 Items - 0,00€


DENMARK

The land of vikings...where most of them enjoy dark and rainy days with candles, coffee, cake and hygge.

5 ERIC Districts

16 ERIC Rotaract Clubs

ROTARACT DISTRICT	DRR 2017/18	DISTRICT CONTACT
1440	Christian Schmelling Pedersen	dr1440@rotaract.dk
1450	Jesper Frits Nielsen	dr1450@rotaract.dk
1461	Manya Friis-Hansen	dr1461@rotaract.dk
1470	Philip Muneer Højstrup Flindt	dr1470@rotaract.dk

<div>  <div> ABOUT US NEWS GET INVOLVED EVENTS RESOURCES STORE </div> </div>				
<div> <div>0 items - 0,00€</div> </div>				
CLUB NAME	ROTARY DISTRICT	CITY	PRESIDENT 2017/18	CONTACT
Rotaract Club Aalborg	1440	Aalborg	Amanda Liv Loiborg	aalborgrotaract@gmail.com
Rotaract Club Hjørring	1440	Hjørring		
Rotaract Club Kronjylland	1440	Randers	Merlin Koonz	kronjylland@rotaract.dk
Rotaract Club Marselis	1450	Aarhus	Sara Pilgaard Nielsen	marselis@rotaract.dk
International Rotaract Club of Aarhus	1450	Aarhus	Louise Dahlerup	
Rotaract Club Midt Vestjylland	1450	Herning		
Rotaract Club Holstebro	1450	Holstebro	Henrik Holm Poulsen	rotaract.holstebro@gmail.com
Rotaract Club Horsens	1450	Horsens		
Rotaract Club Odense	1451	Odense	Jesper Nicolaisen	president@rotaractodense.dk
International Rotaract Club of Copenhagen	1470	Copenhagen	Alexandra Ciobotaru	ircc@rotaract.dk
Rotaract Club København	1470	Copenhagen	Michelle Andreassen	info@cphrotaract.dk
Rotaract Club Frederiksberg	1470	Frederiksberg	Johan Hviid von Sørensen	trb@rotaract.dk

b. ROTARAPP:

Supervisor: Lucky Dalena

The Italian clubs developed an initiative last year, and we are thinking to implement it in the European system in order for DRRs, Club Presidents and members to have access to all possible advantages. As you can see on the following short presentation, this mobile app (that has also a web access) contains information about the members as well as other things such as calendar management and invitations. Currently the English version is being developed.

A more exhaustive document with more info regarding the application will be sent to the CRs soon.

A major goal of the Rotarapp is to match the rotary.org database with ours in order to receive all their updates. We are already in contact with Evanston. Last year the Italian version of the app was active as a trial version only in Italy. The Club President inserts the member data and every Rotaractor has his own personal access. In the description which we are going to send by email we will also face the legal aspects of it.

For further questions you can contact our Vice President Lucky.


What is Rotarapp?

Rotarapp is the **alternative solution** to a paper yearbook.


The app has been designed specifically for the Rotaract association, but is **not limited** to a simple yearbook.

We are talking about **personal credentials** that allow the **modification of your personal data**, an **event calendar** and a **notification and broadcast messaging system**.

In addition, the application will receive **updates** and **new features** over time.
Let's analyse all the current functions.

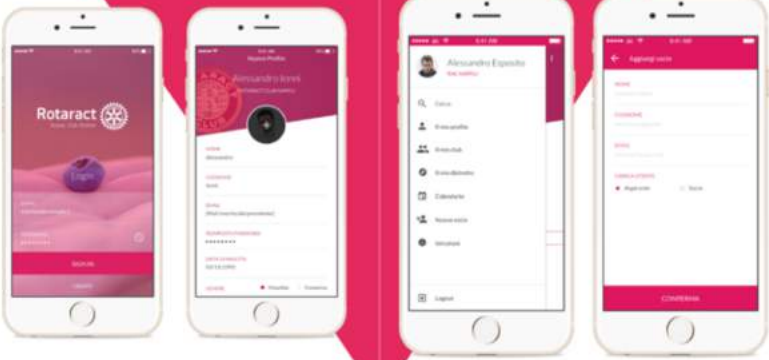


Rotarapp



01 First Login

Users will receive their **password for the app by email**.
Once activated their account from the email, they will be able to access the email that will ask them their personal information for their profile.



02 Member registration

On the menu click on "**New Member**" and it will be possible to register members of your club simply **inserting Name, Surname and email**.
All members registered will then receive the same email to activate the account.

2.3. Marketing Committee

Supervisor: Susana Silva - Head of Marketing

Our responsibility is to develop a brand identity for Rotaract Europe - MDIO as well as to have relevant content and formats in order to engage with all European Rotaractors.

How can the CRs be involved by applying for one of the marketing groups?

Appreciated skills: Photoshop, video editing, creative writing

We will focus on Social Networks, e-newsletter system and actions during our events.

Multimedia

- Create new forms to engage our audience through videos, gifs, and other animation formats.
- Help the HOCs of this year on promoting their events/workshops.

Contact Strategy

- Create a contact strategy with an e-newsletter system across all Europe.
- Template design

- Management of database

Promotion/Committee support

- Promote the initiatives of other committees (ex: Develop website banners, sliders, market social project, etc).
- Implement a strategy to Instagram and Twitter

The marketing team has already developed several campaigns for the year:

Social Sundays: Projects which are very impactful or in need of support from other clubs are given media attention.

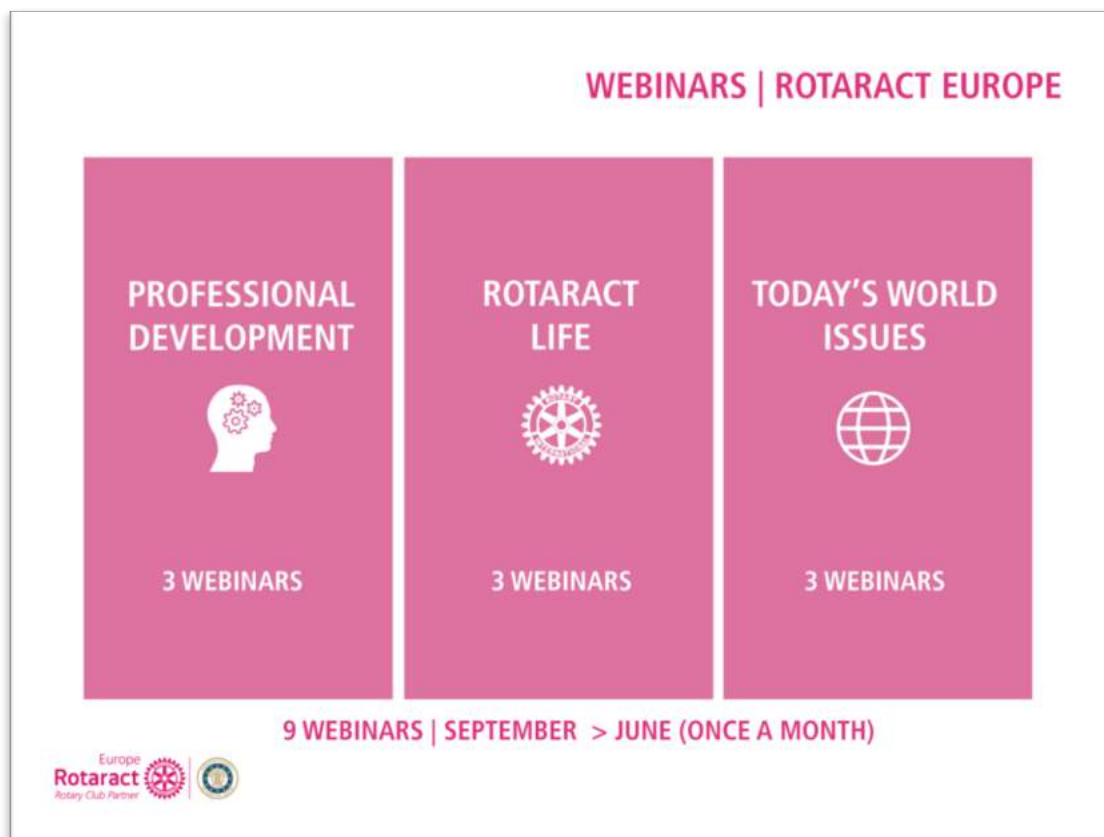
Pop Quiz.

The ERIC Facebook page has already grown by almost 200 likes since July 1st due to these campaigns.

2.4. Webinars & Workshops Committee

Supervisor: Lucky Dalena - Vice President

In order to give all Rotaractors some tools for their personal and professional development, the idea is to offer them not just the workshops but also several webinars once a month.



As for webinars, they will be alternating in three main categories: the first will be about business skills, such as how to work in groups whose members are located in different countries.

The second concerns Rotaract related issues, such as the last year's successful webinar about BESP and TCA.

The third one, it's mainly related to nowadays' world issues, such as the climate change. The idea is to offer Rotaractors a privileged view on them thanks to panels of experts.

As for the workshops, thanks to the CR Slovenia David Lukanović and Past CR Slovenia Ana Kisovar, all workshops during the next REM will be developed based on the above mentioned three-dimensional perspective, followed by a main theme. There will be the macro (international) level, the micro- (local) and the nano- (personal) level.

2.5. Social Committee

Supervisor: Christian Mielert - Head of Social Office

What is the Social Office/Committee?

For those of you, who do not know me yet, I would like to introduce myself, my office and my committee briefly. My name is Christian and I am Social Officer 2017/18 of Rotaract Europe. I will be working together with my team Merve (RAC Güzelyali D2440 Turkey) and Ekaterina (RAC St Petersburg International D2220 Russia) #mostbeautifulsocialteam.

The Social Office supports, inspires and encourages European Rotaractors to collaborate within Europe and globally through twinnings, fellowships and a yearly Pan-European project. The committee awards Clubs who promote these values through several awards and initiatives such as Best European Service Project (BESP), Twin Clubbing Award (TCA), the newly introduced Rotary/Rotaract Collaboration Award (RRCA) as well as the yearly pan-European Rotaract project. Through the efforts of the social committee, Rotaract Europe continues to strengthen its knowledge of European Rotaract projects, best practices and potential opportunities to join forces and develop amazing projects.

What is the project this year?

As mentioned above we run a pan-European social project this year, titled Operation Happiness. Apart from that the board developed the four themes of Rotaract Europe to engage clubs in Rotarian core values and encourage them to develop creative projects. Check out the slides below:

Europe
Rotaract
Rotary Club Partner





Four themes of
Rotaract Europe

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Europe
Rotaract
Rotary Club Partner



These themes of Rotaract Europe not only include Rotary's six areas of focus but also form the base for our pan-European social project "Operation Happiness". Our aim was to create a unique project that clubs will be able to implement through lots of different projects - each of them as diverse as Rotaract itself.

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Goals of Rotaract Europe Health:

- Raise awareness about health related issues
 - Clubs can raise awareness for specific diseases such as Leukaemia, ALS
 - Clubs can organize workshops on topics like balanced diets or dental hygiene
- Actively support health related organizations (Red Cross/ Red Crescent) in their mission
 - Participate/Organize in blood donations
 - Tissue typing/HLA screening for bone marrow donations

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Goals of Rotaract Europe Green:

- Raise awareness about environmental issues
 - Distribute reusable (Rotaract-branded) shoppingbags to reduce plastic waste
 - Encourage members and non-members to bring their own mug rather than getting plastic 'to-go' ones
 - Take children to visit an organic farm
 - Educate about ecological/carbon footprint
- Actively support local organizations in their environmental mission
 - Participate/Organize beach/park/city clean-ups
 - Plant one tree per member

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Goals of Rotaract Europe Peace:

- Organize an activity with children to celebrate peace
 - Establish pen pal (whatsapp pal) relations in schools
 - Inform about Rotary Youth programs and encourage participation
 - Facilitate cultural exchange with refugees
- Promote the importance of peace
 - Organize a (shared) project with your Twin Club
 - Host an event in your community together with the Rotarian Action Group for Peace
 - Look into visiting a Rotarian Presidential Peace Conference with your Club

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Goals of Rotaract Europe Growth:

- Hands-on Activities and/or Fundraising
 - Renovate the facilities like kindergardens, schools, hospitals, playgrounds, refugee shelters etc.
 - Collect funds to construct public facilities
- Collect Donations for said facilities, depending on their specific needs
 - Toys (dolls, yo-yos, jump ropes, balls, etc.)
 - School Supplies (pens, crayons, coloring and picture books, etc.)
 - Clothing

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The main ambition of these four themes is to encourage clubs to implement the Rotaract European social project. At the same time we would like to encourage clubs to bring in their own ideas as diverse circumstances require diverse solutions. Our themes will include Rotary's six areas of focus and clubs will be able to implement lots of different projects under those themes within their own focus and creativity.

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Operation Happiness



Aim: Bring happiness to people going through a difficult time by packing shoeboxes with supplies

- Find an organization/institution to support (e.g. orphanages, refugee shelters, hospital wards etc.)
- Collect empty shoeboxes and fill them with whatever benefits your project:
 - Personal Hygiene Set (toothbrush, soap, etc.)
 - School Supplies (pens, crayons, coloring and picture books, etc.)
 - Crafts: (DIY, finger puppets, friendship bracelets, etc.)
 - Toys (dolls, yo-yos, jump ropes, balls, etc.)
- Donate to your selected organization/institution for special occasions (Christmas, Hanukkah, Eid)



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As with any project you do, please share it with us:

- Put it in the project library to be found at www.rotaracteurope.eu
- Tag your project according to the Rotaract Europe themes
- Share it with the world, using
 - ▶ #OperationHappiness
 - ▶ #RotaractHealth
 - ▶ #RotaractGreen
 - ▶ #RotaractPeace
 - ▶ #RotaractGrowth
 - ▶ #RotaractEurope on social media

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How can you as CRs help in our committee?

We are asking you to promote these projects in your countries, your districts and your clubs. Please also share all your ideas with us as a social committee member - your creativity and your feedback is what makes them special. On the other hand we want you to ask any questions you might have - we are in this committee to support you in the planning and implementation of those projects.

2.6. Outreach Committee

Supervisor: Matthieu Bandu - Treasurer

"I am Matthieu Bondu, Treasurer of Rotaract Europe for 2017/2018. If you went to EuCo 2017 Warsaw you probably saw me already - I was the Head of HOC.

The last Rotaract Europe Board had some budget issues at the end of the year. We also have issues with our 2017/2018 budget. A few K EUR are missing. So we were looking for different solutions like:

- Finding corporate sponsorships.
- Increasing what was called so far "ERIC FEE" during REM and EuCo.
- Ask Districts to pay a fee (for example 50EUR) for being part of ERIC.

We are looking for people that have good networking with companies and would like to promote themselves among Rotaractors. This can be for example an "Employer Branding" campaign to promote themselves as employees among our community. You can also help us by sharing your opinion regarding the change of the ERIC fee (both for conference and at District level).

We are creating a legal entity for Rotaract Europe (ERIC was working in a not very legal way for the last year). People with experience in creating companies or non-profit associations are most welcome. Lawyers as well.

We will create a presentation for our sponsors. Even if you are not in the Committee but you know some PR, HR and Marketing managers/directors, you can support us by just forwarding it."

3. Discussion

Comment from Itzy - CR Denmark:

"I honestly consider the Tier and pricing structure for the international events not very appropriate or fair. Let us take for example Scandinavian countries. We are in Tier 2 and we compete against countries like Malta, Spain, Cyprus. We will never be able to accomplish the pricing-goals. I don't know how the Tier pricing was established but if this does not change, I am afraid that countries like Norway, Denmark, Sweden or Switzerland won't be able to host a REM even less an EUACO.

For everything to be in "equality", an analysis of the different markets should be carried out. Several variables influence this analysis, i.e.: from living costs to minimum salaries among others. There are many factors that outstand one country from another, for instance the weather. Consider that we have 40 countries. It would be ideal to set 4 tiers and study the "fair" prices for each of them.

Justin - President:

" This was also a hot topic last year. The current system alternating locations for REM/EuCo was developed and adopted. The benefit of this system compared to the previous is that it gives a bigger budget to the more expensive tier. Previously all countries were subjected to the same package structure and costs which was even more unfair. I am sure Matt can chime in with his EuCo experience. We will entertain new approaches and if you would like to suggest some (or anyone else) we can vote on them at the next REM.

A big argument during the meetings last year was that pricing rules should be removed and this would establish a more competitive system. However, if you don't know, the reason for EuCo Warsaw was because Matthieu's dedication to make sure there was a EuCo, no one wanted to do it."

Johanna - CR Austria:

"I think 4 tiers are too much and it might happen if the price limit falls that some European meetings get very 'elite' as they might get too expensive for people from eastern European countries etc. That does not reflect the Rotaract spirit in my opinion. But of course I know that the price limit is a big issue - we were

thinking about hosting a EUCO in Vienna but could not do it as it was too expensive. Anyways; I just want you to keep in mind that we should still try to include all European Rotaractors."

Hanna - CR Netherlands:

"I think we're not moving forward if we're again going to discuss the Prices bylaws. Can we share the proposals from last year? Everything was calculated."

Regarding the discussion about the pricing bylaws, the CR Denmark Itzy is going to look into the pricing laws and will see if there is a strong business case to amend them.

The meeting ended at 22:09 pm EET.

Paul Sampatakakis

Secretary | Rotaract Europe MDIO
Past President | Rotaract Mediterranean MDIO

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