

ERIC Board Strategic Weekend 2017

September 2, 2017

Brussels, Belgium



Participants

Founder – Jan Huygens

President – Justin Hadjilambris

Vice President – Lucky Dalena

Secretary – Paul Sampatakakis

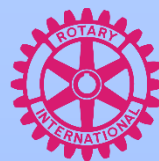
Treasurer - Matthieu Bondu

Head of Marketing – Susana Silva

Marketing Deputy – Mafalda Luis

Social Deputy – Merve Karakaya

Europe
Rotaract
Celebrating 30 years



Agenda

Strategic Weekend

ROTARACT EUROPE

| TIME | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|----------|------------------|--|---|--------------------------------------|
| 9:00 AM | | | | |
| 10:00 AM | | CITY VISIT WALK & TALK | | FEEDBACK |
| 11:00 AM | | | COMMITTEES PRESENTATION | |
| 12:00 PM | | | | |
| 1:00 PM | | Paul | | Merve |
| 2:00 PM | Merve Justin | LUNCH | LUNCH WITH BRUSSELS COUDENBERG | LUNCH WITH GABI (or luxembourg) |
| 3:00 PM | | BRAINSTORMING | | HANGOUT WITH GABI (or luxembourg) |
| 4:00 PM | | | | |
| 5:00 PM | | | ASSIGNMENT PROJECT PRESENTATION | |
| 6:00 PM | Lucky | DINNER DISCUSSION JAN HUYGENS (eric founder) AND BEN PINTENS (or belgium hoc euco) | | |
| 7:00 PM | DINNER | | TEAM DINNER | Susana Mafalda |
| 8:00 PM | | | | |
| 9:00 PM | | | | |
| 10:00 PM | Matt Jens | | INTERNATIONAL EVENING: PRESENT YOUR COUNTRY! | |
| 11:00 PM | Susana Mafalda | | | |
| 12:00 AM | | | | |

SATURDAY | 11am - committee presentation

Committee updates include the projects' milestones, objectives, timeline and deliverables and any potential risks (showstoppers) for the successful completion of the project. It is crucial to know upfront whether you experience any problems, obstacles or risks, so we can address them effectively and resolve them.

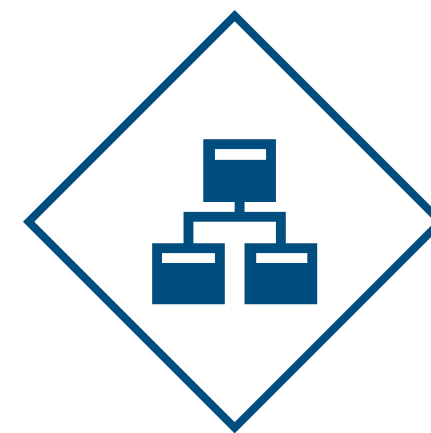
SATURDAY | 5pm - team activity

Each team gets a question/problem and they must solve it:

Team 1 -Lucky, Matt - What would a perfect REM/EuCo look like?

Team 2 - Susana, Justin - How do we get more people to attend and PARTICIPATE in seminars/plenary/workshops and other activities?

Team 3 - Merve, Mafalda, Paul - Rotaract is not united like Rotary- we do not have a common yearly theme. How would you fix this and unite Rotaract Globally?



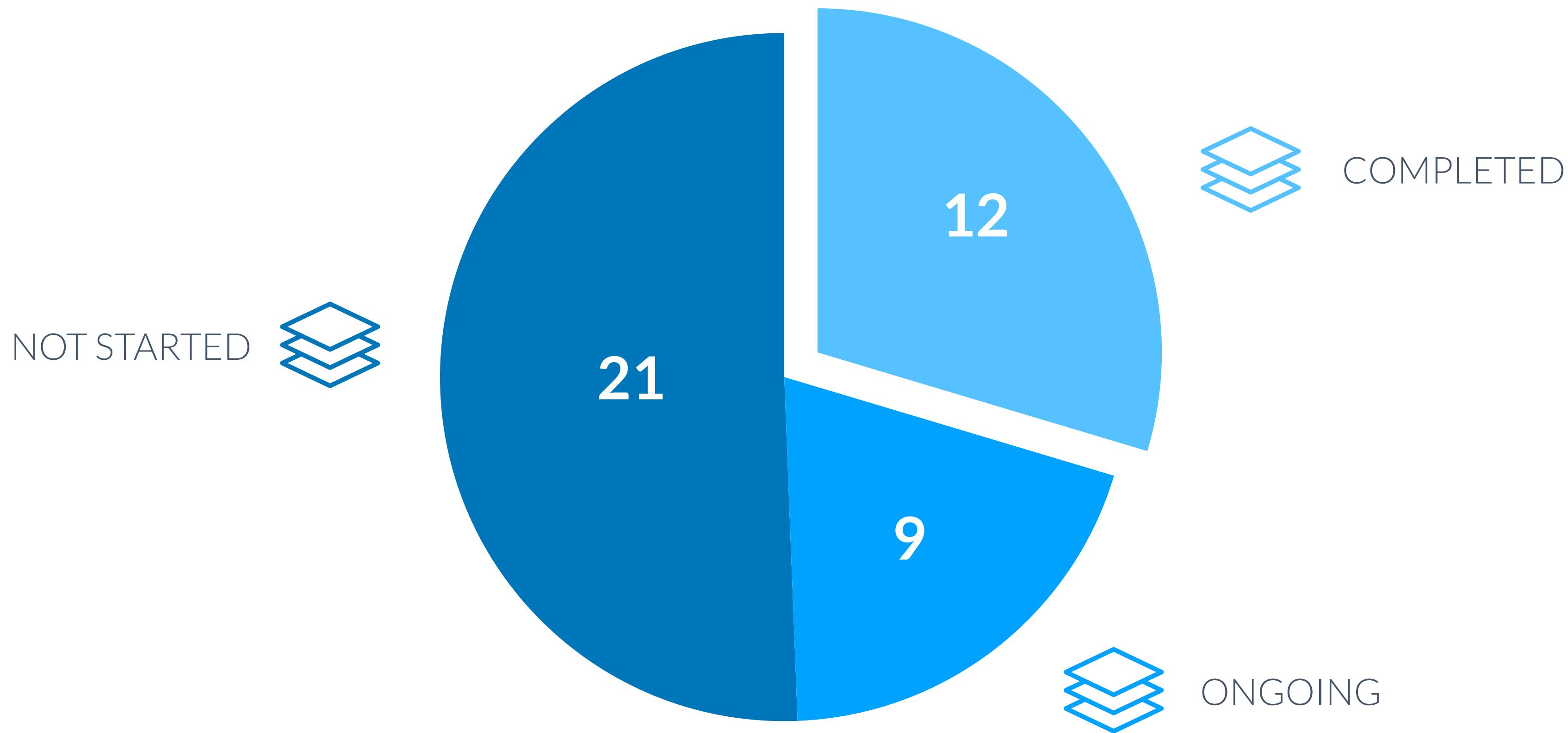
DIRECTORY



AND ROTARAPP

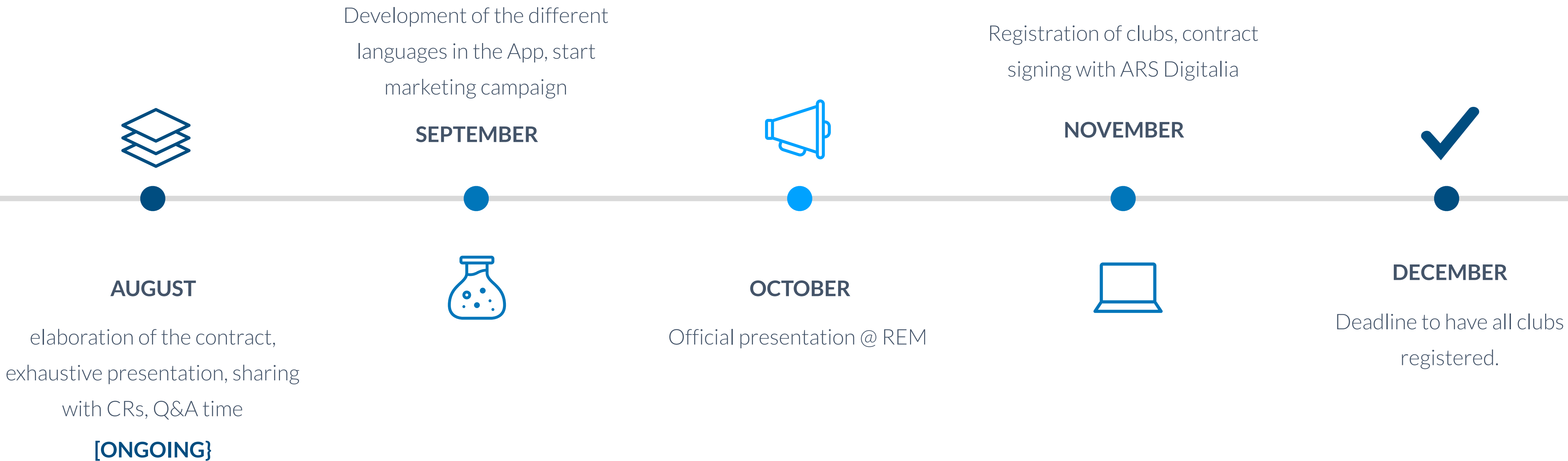
DIRECTORY

Progress status of completion from countries



RotarAPP

Timeline for the diffusion of the app



Discussions/Updates

Directory

- CRs will be required to sign a release document stating the information of clubs email addresses and names will be available online to increase visibility and strengthen club communication and collaboration.
- First deadline for collecting release documents will be 23 of September
- Directory will be launching during REM

Rotarapp

- Great opportunity to further connect clubs through one application
- The DRRs have to sign a contract for the application. Contracts after the presentation during the REM.
- Currently the application is being converted into several languages, then we will launch - tentatively December
- Proceed with feasibility study and developing an inventory of Rotaract applications used by each country in ERIC to ensure the different systems which already exist can be made compliant, so everyone can easily import the data from the different systems into the App.
- **Founder Commentary:** “ I think this tool could be an ideal base to build a European App, which will allow all Rotaractors to be in close contact and share information”

Goal(s): Have the system up and running by Antwerp in celebration of ERIC's 30th anniversary



WORKSHOPS AND WEBINARS



FOR PROFESSIONAL AND PERSONAL DEVELOPMENT

WORKSHOPS

Create a thread for the year



GREEN



HEALTH AND GROWTH



FUTURE

REM Ljubljana

Timeline for workshops

[ONGOING]

Prepare a schedule for each speaker/workshop



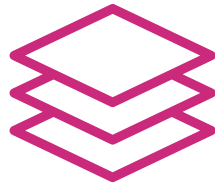
AUGUST



JULY

Set the programme and contact the speakers

[DONE]

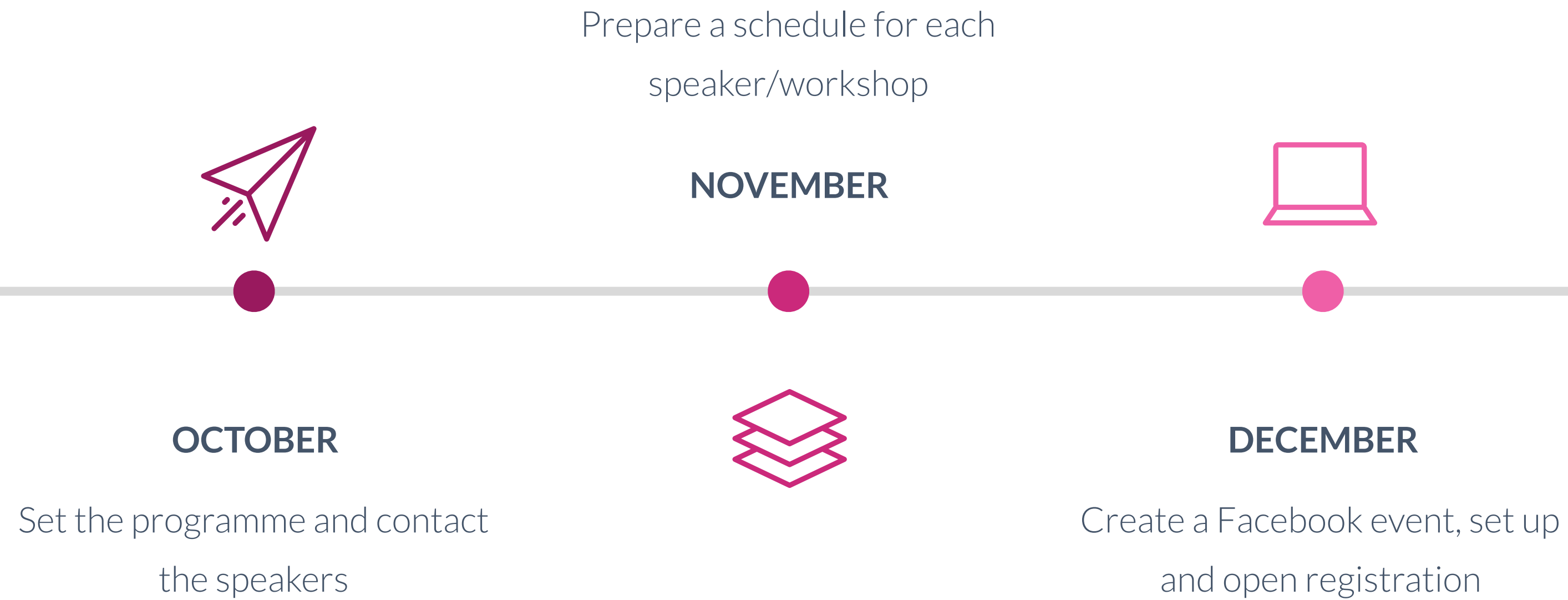


SEPTEMBER

Create a Facebook event, set up and open registration

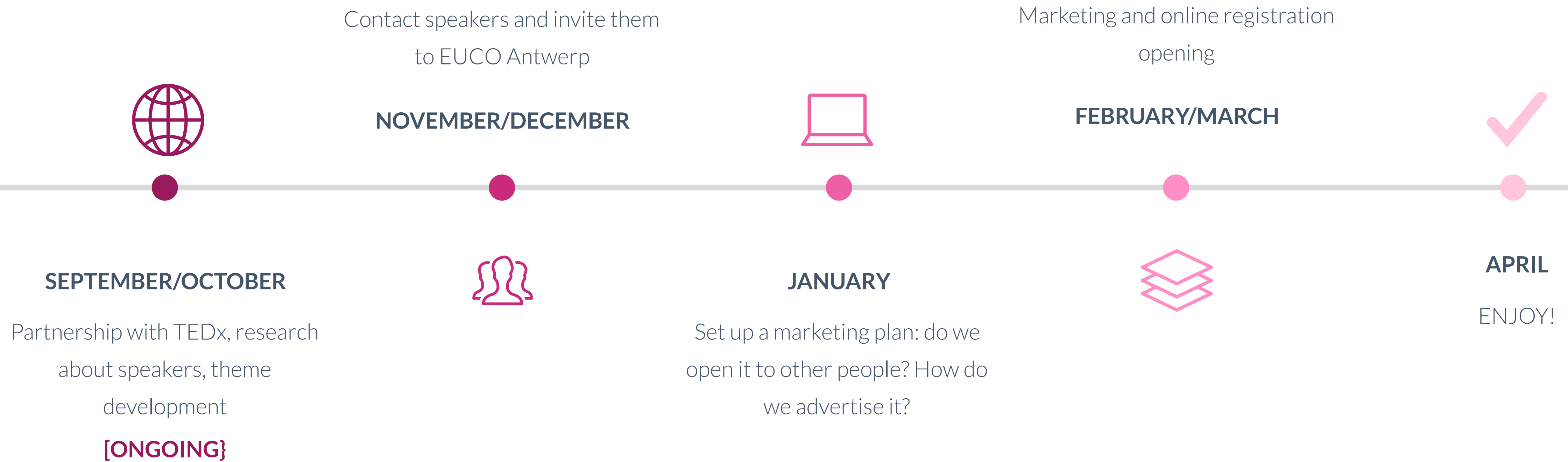
REM Vilnius

Timeline for workshops



EUCO Antwerp

Timeline for workshops and plenary



WEBINARS

Themes and **current proposals**

GENERAL PROGRAMME

9 seminars, once per month
(approx. mid-month), from
SEPTEMBER to MAY

PROFESSIONAL

- How to work in a team from different locations
- Image and HR decisions for job acquisition
- Generational replacement and new surgery technology: augmented reality

ROTARACT

- BESP & TCA: how and when to apply
- Rotaract and International Development
- Rotary Foundation and its 100th anniversary

WORLD ISSUES

- EU and Youth: how is the EU promoting youth initiatives
- International Women's Day, the role of women at work
- Climate change, old and new challenges

Timeline

For the organisation of **webinars**



[ONGOING]

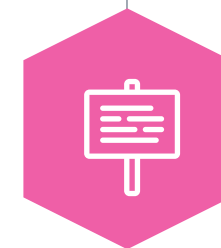
AUGUST

Define calendar, invite speakers, find tool to host webinars and record them for future participants, insert webinar schedule on the website;



BEFORE EVERY WEBINAR

Registration and small introduction on the issue and speaker - to be posted on our Facebook page;



AFTER EVERY WEBINAR

Collect feedbacks from participants, upload record of the webinar for future users.

Discussions/Updates

Workshops/Webinars

- We are going green - only digital certificates for participants
- CR Training will take place during REM Ljubljana - Design Thinking based
- First webinar in September with Patric Palm

Marketing

| ID | Description | Responsible | Deadline | Status | Part of the plan? | Comments |
|-------|---|-------------|------------|-------------|-------------------|--------------------------------------|
| 1.0 | IDENTITY | | | | | |
| | Create a Brand Book | SS | 01.06.2017 | Done | yes | |
| | Update "Identity" webpage | SS | 01.07.2017 | Done | yes | |
| | Ask all HOC teams to add our brand to their logos | SS | 15.07.2017 | Done | yes | |
| | New Art Image for Social Networks | SS | 01.06.2017 | Done | yes | |
| | Email signatures | SS | 30.07.2017 | Done | yes | |
| | Official documents layout update | SS | tbd | Not started | yes | Documents: Bylaws, bids, more?? |
| | Presentation template | SS | 27.08.2017 | Done | yes | |
| 2.0 | TOOLS | | | | | |
| 2.1 | SOCIAL NETWORKS | | | | | |
| 2.1.1 | FACEBOOK | | | | | |
| | Update page settings | SS | 01.07.2017 | Done | yes | |
| | Verify page | SS | tbd | Waiting-TBD | yes | waiting to become an official entity |
| | Conversation Calendar - JULY | SS/ML | 15.06.2017 | | yes | |
| | Conversation Calendar - AUGUST | SS/ML | 15.07.2017 | | yes | |
| | Conversation Calendar - SEPTEMBER | SS/ML | 15.08.2017 | | yes | |
| | :: National Days | | | | - | |
| | - Slovakia | SS | 15.08.2017 | Done | - | with CR approval |
| | - San Marino | SS | 15.08.2017 | Done | - | with CR approval |
| | - Andorra | SS | 15.08.2017 | Done | - | with CR approval |
| | - Czech Republic | SS | 15.09.2017 | Not started | - | |
| | - Armenia | SS | 15.08.2017 | Waiting | - | waiting CR |
| | - Malta | SS | 15.08.2017 | Done | - | with CR approval |
| | :: 30 Years Quizz | | | | - | |
| | - Croatia | ML | 27.08.2017 | Done | - | |
| | - Hungary | ML | 27.08.2017 | Done | - | |
| | - Czech Republic | ML | 27.08.2017 | Done | - | |
| | - Romania | ML | 27.08.2017 | Waiting | - | waiting CR |
| | :: #SocialSundays | | | | - | |
| | - Poland | SS | 27.08.2017 | Done | | with CR approval |
| | - TBD | KE/SG/VS | 27.08.2017 | Started | - | |
| | :: Special Content | | | | - | |
| | - Cover 30 years teaser | SS | 15.08.2017 | Done | | |
| | - Cover 30 years launch | SS | 03.09.2017 | tbd | | |
| | - REM applications | SS | 27.08.2017 | Done | | |
| | - Enewsletter Subscribe Push | SS | 27.08.2017 | Done | - | |
| | - Video European Day of Languages | ML/RC | 10.08.2017 | Not started | - | |
| | - World Heart Day | SS | 27.08.2017 | Done | - | |
| | Conversation Calendar - OCTOBER | SS/ML | 15.09.2017 | | yes | |

| | | | | | | |
|-------|--|----------|------------|-------------|-----|-----------------------------------|
| | :: National Days | | | | - | |
| | - Cyprus | SS | 15.09.2017 | Not started | - | |
| | - Germany | SS | 15.09.2017 | Not started | - | |
| | - Spain | SS | 15.09.2017 | Not started | - | |
| | - Austria | SS | 15.09.2017 | Not started | | |
| | - Turkey | SS | 15.09.2017 | Not started | - | |
| | :: 30 Years Quizz | | | | - | |
| | - Albania | ML | 15.09.2017 | Not started | - | |
| | - Italy | ML | 15.09.2017 | Not started | - | |
| | - Lithuania | ML | 15.09.2017 | Not started | - | |
| | - Luxembourg | ML | 15.09.2017 | Not started | - | |
| | :: #SocialSundays | | | | - | |
| | - TBD | KE/SG/VS | 15.09.2017 | Not started | - | |
| | :: Special Content | | | | - | |
| | - Bday Matthew | SS | 15.09.2017 | Not started | | |
| | - Halloween | SS | 15.09.2017 | Not started | | |
| | Conversation Calendar - NOVEMBER | SS/ML | 15.10.2017 | Started | yes | |
| | Conversation Calendar - DECEMBER | SS/ML | 15.11.2017 | Started | yes | |
| | Conversation Calendar - JANUARY | SS/ML | 15.12.2017 | Started | yes | |
| | Conversation Calendar - FEBRUARY | SS/ML | 15.01.2018 | Started | yes | |
| | Conversation Calendar - MARCH | SS/ML | 15.02.2018 | Started | yes | |
| | Conversation Calendar - APRIL | SS/ML | 15.03.2018 | Started | yes | |
| | Conversation Calendar - MAY | SS/ML | 15.04.2018 | Started | yes | |
| | Conversation Calendar - JUNE | SS/ML | 15.05.2018 | Started | yes | |
| 2.1.2 | INSTAGRAM | | | | | |
| | Replicate video content | SS | 00.00.0000 | On going | yes | |
| | CR Activation - Email sent | SS | 20.07.2017 | Done | yes | |
| | Board Activation during SW | SS/ML | 01.09.2017 | Waiting | yes | |
| 2.1.3 | LINKEDIN | | | | | |
| | Update settings | SS | 01.07.2017 | Done | yes | |
| | New cover and avatar | SS | 01.07.2017 | Done | yes | |
| | Replicate social content | VS | 00.00.0000 | On going | yes | |
| | Managment | VS | 00.00.0000 | On going | yes | |
| 2.1.4 | YOUTUBE | | | | | |
| | Update settings | SS | 01.07.2017 | Done | yes | |
| | New cover and avatar | SS | 01.07.2017 | Done | yes | |
| | Do playlists and change the home | SS | 01.07.2017 | Done | yes | |
| | Create a trailer video for the channel | SG | 31.10.2017 | Started | no | |
| 2.1.5 | TWITTER | | | | | |
| | Take a decision about it | tbd | tbd | tbd | no | - Give this to a committee member |

| | | | | | | |
|-------|--|-------------|------------|-------------|-----|---|
| 2.2 | PUBLICATIONS | | | | | |
| | Take a decision about magazines | BOARD | 01.07.2017 | Done | yes | No more magazines. |
| | 30 years Book | ML/+ | 01.02.2018 | Not started | no | |
| 2.3 | MERCHANDISING | | | | | |
| 2.3.1 | CLOTHING | | | | | |
| | Potos + Sweatshirts Layout Update | SS | 04.05.2017 | Done | yes | |
| | Find a supplier | ML | 15.06.2017 | Done | no | Lucky's friend. |
| | Do the order | SS/ML/MB/LD | 11.08.2017 | Done | no | |
| | Bring them to REM | LD/SS | 05.10.2017 | Not started | no | |
| 2.3.2 | BUSINESS CARDS | | | | | |
| | Update layout | SS | 04.05.2017 | Done | yes | |
| | Ask for Board members information | SS | 30.07.2017 | Done | no | |
| | Find a supplier | MK | 15.07.2017 | Done | no | Merve's rotarian fellow. |
| | Do the order | MK | 08.08.2017 | Done | no | |
| 2.3.3 | PINS | | | | | |
| | Update layout | ML/+ | 31.08.2017 | Waiting | no | waiting for an answer from Rotaract Germany |
| | Find a supplier | ML/+ | 31.08.2017 | Waiting | no | |
| | Do the order | ML/+ | 31.08.2017 | Waiting | no | |
| 2.4 | ASSETS | | | | | |
| 2.4.1 | ROLL-UPS | | | | | |
| | Rotaract Europe General Promotion Layout | SS | 06.08.2017 | Done | yes | |
| | Rotaract Europe 30years Layout | SS | 06.08.2017 | tbd | no | Re-do |
| | Find a supplier | MK/JH | 20.08.2017 | Done | no | |
| | Do the order | tbd | 30.08.2017 | Waiting | no | |
| 2.5 | CONTACT STRATEGY | | | | | |
| | - Update data base | SS/JH | 20.06.2017 | Done | yes | |
| | - Create template | SS/JH | 20.06.2017 | Done | yes | |
| | ENEWS - JULY | SS/JH | 01.07.2017 | | yes | |
| | - Finding contents | SS/JH | 01.07.2017 | Done | - | |
| | - Copywrite | JH | 01.07.2017 | Done | - | |
| | - Create website support pages | JH | 01.07.2017 | Done | - | |
| | - Art Direction | SS | 01.07.2017 | Done | - | |
| | ENEWS - AUGUST | | | | yes | |
| | - Finding contents | JH/SS | 25.08.2017 | Done | - | |
| | - Copywrite | JH/GL/KD | 25.08.2017 | Done | - | |
| | - Create website support pages | JH/BT | 25.08.2017 | Done | - | |
| | - Art Direction | JH/SS | 25.08.2017 | Done | - | |
| | ENEWS - SEPTEMBER | | | | yes | |
| | - Finding contents | tbd | 10.09.2017 | Started | - | |
| | - Copywrite | tbd | 10.09.2017 | Not started | - | |

| | | | | | | |
|-----|--------------------------------|----------|------------|-------------|-----|--|
| | - Create website support pages | tbd | 10.09.2017 | Not started | - | |
| | - Art Direction | tbd | 10.09.2017 | Not started | - | |
| | ENEWS - OCTOBER | | 10.10.2017 | | yes | |
| | ENEWS - NOVEMBER | | 10.11.2017 | | yes | |
| | ENEWS - DECEMBER | | 10.12.2017 | | yes | |
| | ENEWS - JANUARY | | 10.01.2018 | | yes | |
| | ENEWS - FEBRUARY | | 10.02.2018 | | yes | |
| | ENEWS - MARCH | | 10.03.2018 | | yes | |
| | ENEWS - APRIL | | 10.04.2018 | | yes | |
| | ENEWS - MAY | | 10.05.2018 | | yes | |
| | ENEWS - JUNE | | 10.06.2018 | | yes | |
| 3.0 | ACTIVATIONS | | | | | |
| 3.1 | 30th ANNIVERSARY | | | | | |
| | Graphic concept | SS | 01.07.2017 | Done | yes | |
| | Flyers template | SS | 31.08.2017 | Done | no | |
| | - Copywrite | CM/MK/KY | 18.08.2017 | Done | no | |
| | - Art Direction | SS | 31.08.2017 | Done | no | |
| | Website page development | SS/JH/BT | 31.08.2017 | Started | no | |
| 3.2 | 50 YEARS - BIG EAST MDIO | | | | | |
| | Project participation | SS | 01.02.2018 | Waiting | no | - Ask participation for a committee member |
| 4.0 | SUPPORT | | | | | |
| 4.1 | REM LJUBLJANA | | | | | |
| | Certificates | tbd | 15.09.2017 | Not started | - | |
| | Video with flash interviews | ML | 05.10.2017 | Started | - | |
| 4.2 | REM VILNIUS | | | | | |
| | Certificates | tbd | 04.01.2018 | Not started | - | |
| 4.3 | EUCO ANTWERP | | | | | |
| | Certificates | tbd | 15.03.2018 | Not started | - | |
| | Video Script | SS | 01.06.2017 | Waiting | - | |
| 4.4 | OTHER | | | | | |
| | Operation Happiness flyer | | 31.08.2017 | Waiting | - | |
| | - Copywrite | CM/MK/KY | 18.08.2017 | Waiting | - | |
| | - Art Direction | SS | 31.08.2017 | Waiting | - | |
| | Twinning Certificate | SS | 30.07.2017 | Done | | |
| | Live meeting with Jan | SS/JH/ML | 01.09.2017 | Started | | |
| 0.0 | HANDOVER | SS/ML | 15.05.2018 | | | |

Discussions/Updates

Marketing

Identity creativity engagement

- The Brand book has been established (Book is on the website). The guidelines outline how fellow Rotaractors and Rotarians may use our brands without any mistakes. Aligning the messages/advertisements we send will show our unity as Rotaract Europe and provide a much stronger and more visible image for our clubs and projects.
- Moving forward we will be updating the old ERIC logo with a more refreshed look to align ourselves with Rotary International.
- We are not changing the name of ERIC but we are using a simplified name for social media, Instagram and twitter to communicate more easily who we are. Rotaract Europe has been interchangeably used since 2014.
- All HOC teams have been asked to add the ERIC logo to their logos and all three HOC teams for this years changed their logos. We are going to be very strict with the future applications regarding this issue.
- Update the layout of all official ERIC documents, like minutes or applications for EUCO.

Branding & Advertising

- Merchandise. Vice President Lucky will print them in Italy
- Business cards printed by Social Deputy Merve in Turkey
- The Rotaract Europe Pins will be designed and made in Turkey - Social Deputy Merve is responsible
- The Board will create RFPs for new ERIC rollup banners - To be ready by REM Ljubljana
- Rotaract Europe Flags.

Creativity and engagement:

- We can have a verified page badge / trademark on social media after having created a legal entity
- Conversation calendar. National days, birthday of members, info about countries from CR, 30 years quiz and prices, this month cover of 30 years teaser, newsletter subscribes push, European language, worlds heart day.
- Social Sundays problem: we should present social problems around Europe. Not easy to get this kind of information. We seek also old projects.
- Rares is taking care of Instagram. Su sent an email to all CRs, only Romania responded. Throwback posts with posts from the strategic weekend.
- Small interview during next REM with random Rotaractors. CR Swiss and CR Lux and CR Germany and CR Romania help. 5 questions about ERIC
- Linked in. Victoria from Moldova is heling with the management of the page.
- Youtube. New cover and avatar. Linked with our website. CR San Marino is going to do a trailer video for the channel of youtube.
- We are trying to be more creative in order to receive more engagement!

Publications:

- Develop 30 years book of the history of ERIC. Launched and available during EUCO Antwerp.

Contact strategy:

- Newsletters are doing extremely well. Reaching thousands of Rotaractors/Rotarians globally
- Social Media is doing well. Facebook surpassed 10k likes up 20% since last year.

Social



introducing and explaining ERIC 4 themes to CRs and board with examples



starting the description and promotion of Social Project ERIC 4 themes

creating a new twinning certificate and sharing it in website



updating the website and starting marketing for ERIC 4 themes

contacting with REM Ljubliana HOC team about REM Social Project and assisting them when needed



preparing the texts for the flyers of ERIC 4 themes with necessary information



making doodle and arranging a Social Committee meeting with CRs every month



creating a Risk Assessment, timeline and schedule of Social Committee



promoting all Social Events monthly via facebook, email, instagram, CR chat group



writing the article about what ERIC Social Project is and its goals for ERIC newsletter



asking HOC team to put ERIC 4 themes flyers inside welcoming bags



asking HOC team to put the Social Project on their agenda/program so everyone can arrange themselves to join it



starting the promotion of ERIC 4 Themes via social media



asking clubs to use the proper hashtags for ERIC 4 themes



asking clubs to send their projects and pictures of ERIC 4 themes to the social committee mail





asking HOC team to put the Social Project on their agenda/program so everyone can arrange themselves to join it



Sharing flyers of ERIC 4 themes at REM Ljubliana with rotaractors



Helping the REM HOC team in Ljubliana for Social Project



updating the projects library in website and deviding all the projects under ERIC 4 themes



arranging an interactive workshop about effective project management and assisting rotaractors to create projects under ERIC 4 themes with their own creativity



putting the TOP 5 of BESP and TCA 2016/17 to the website



January 17: arranging
Webinar for TCA



January 18: arranging
Webinar for BESP



Helping the REM HOC
team in Vilnius for Social
Project



asking HOC team to put
flyers which promotes new
award, TCA and BESP inside
welcoming bags



informing the
rotaractors about the
deadline of Rotary
Outstanding Project
Awards



applying Rotary Outstanding
Project Awards as being ERIC.

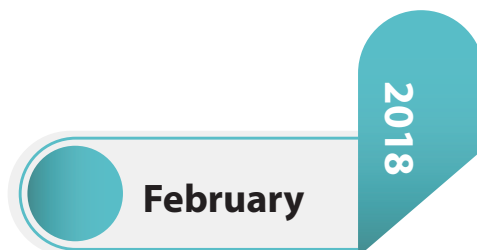


starting to promote
TCA/BESP and new
award via social media,
facebook, instagram,
emails



preparing evaluation criteria for
TCA,BESP,RRCA





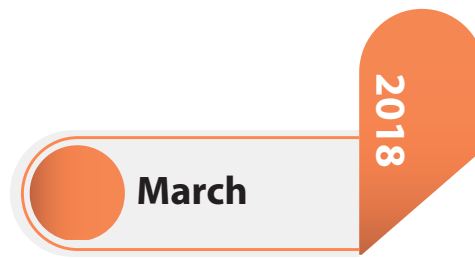
reminding TCA and BESP and new award deadline via website, facebook, email, instagram, CR chat group



informing the voting committee about the process and deadlines

sharing the evaluation criteria with all rotaractors





preparing all the applications for voting committee (1st round Evaluation of TCA/BESP/RRCA)



Sending the results to ERIC president, board, CRs, Social Office



preparing evaluation tool for 2nd Round for CRs



designing the awards and ordering the awards for BESP/TCA/RRCA



designing certificates or small trophies to appreciate Social Committee team



arranging ERIC 4 themes prizes like giving certificates to the clubs etc



ERIC 4 themes results (how many club joined the project etc)

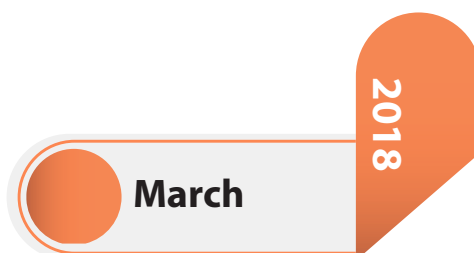


preparing video for ERIC 4 Themes



arranging certificates of the TCA/BESP/RRCA winners





preparing presentation of Social Committee for EUCO to show the objectives and our achievements



Asking the clubs who are at top 5 BESP/TCA for videos to present in EUCO



preparing a speech for Gala dinner



talking with the EUCO HOC team about putting the Social Project on their agenda/program so everyone can arrange themselves to join it



talking with the EUCO HOC team about the program/agenda of the gala dinner



sending all the top 5 videos and ERIC 4 themes videos to the HOC team and talking about every detail of the gala night in advance

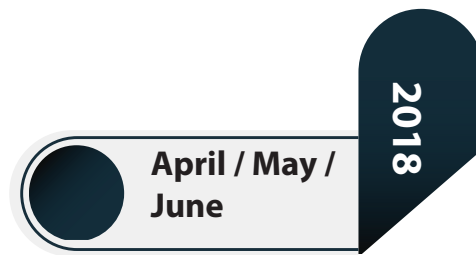


sending cards, certificates, gifts to the addresses of voting committee to appreciate their work



arranging a gift/trophy for the ERIC president on behalf of social committee





Helping the EUCO HOC team for
Social Project



sending article to ERIC newsletter
about TCA/BESP/RRCA winners



sending article to ERIC news-
letter about ERIC 4 themes
results



sharing experiences for the next year
Social Committee



updating the project library in
webside and putting the TOP 5
of BESP and TCA 2017/18 to the
website



asking and approving the bank
account details of the winners



arranging last skype meeting in Social
Committee and appreciating everyone
for their amazing work



asking the treasurer to send the money
prices to the winners accounts

**September 10
- June 20**

update projects in website

**September 10
- June 20**

launch/market social projects

**December 10 -
March**

launch/market TCA & BESP, RRCA

**January 17 -
January 18**

TCA & BESP Webinar

**February 1 -
March 4**

launch TCA & BESP & RRCA applications

December 2017

MDIO Twinning



writing an article to ERIC newsletter and introducing new award.



contacting with REM Vilnius HOC team about REM Social Project and assisting them when needed



making doodle and arranging a Social Committee meeting with CRs every month



writing an article to ERIC newsletter and introducing last years TCA and BESP and outstanding awards winner projects.



developing a new, clear evaluation criteria for BESP awards



developing a new, clear evaluation criteria for TCA awards



preparing a 'what is twinning and how to guide twinning' presentation to share with rotaractors and can be added to the website



updating all awards deadlines with ERIC Board because the date of EUCO is early.



Discussions/Updates

Social

- Project happiness is out as a flagship project but can still be done by clubs with a focus on the 4 social themes -
September: We launch the projects on social media and on the website.
Advertisement during REM - A5 flyers
- Strengthen BESP/TCA criteria
- New award Rotary/Rotaract Collaboration Award - we must develop guidelines for the new award
- Develop Twinning manual/support

Things to continue to consider:

Should there be monetary prizes for TCA/BESP? Do you need a monetary incentive or will people strive to achieve just for glory and recognition or something else?

Goal(s): One main focused social project for the year - Plant 30k trees in Europe.

Develop twinning signup form online for clubs to join and be randomly assigned to another club in Europe

General

VISION

OBJECTIVES

CHALLENGES

WHAT IF



THINK BIG – ACT BIG and COMMUNICATE better



Make a DIFFERENCE and a Higher Impact



Become a change agent for Rotaract



Stronger exposure - knowledge, motivation & training



Stronger Public Image



TEAMWORK, BRAINSTORMING & better IDEAS

VISION

OBJECTIVES

CHALLENGES

WHAT IF



Better Connect: Europe, Turkey, Russia and the Mediterranean



Promotion and Representation of the E.R.I.C. (let's make it sexier)



Active Rotary & MDIO relationships

VISION

OBJECTIVES

CHALLENGES

WHAT IF



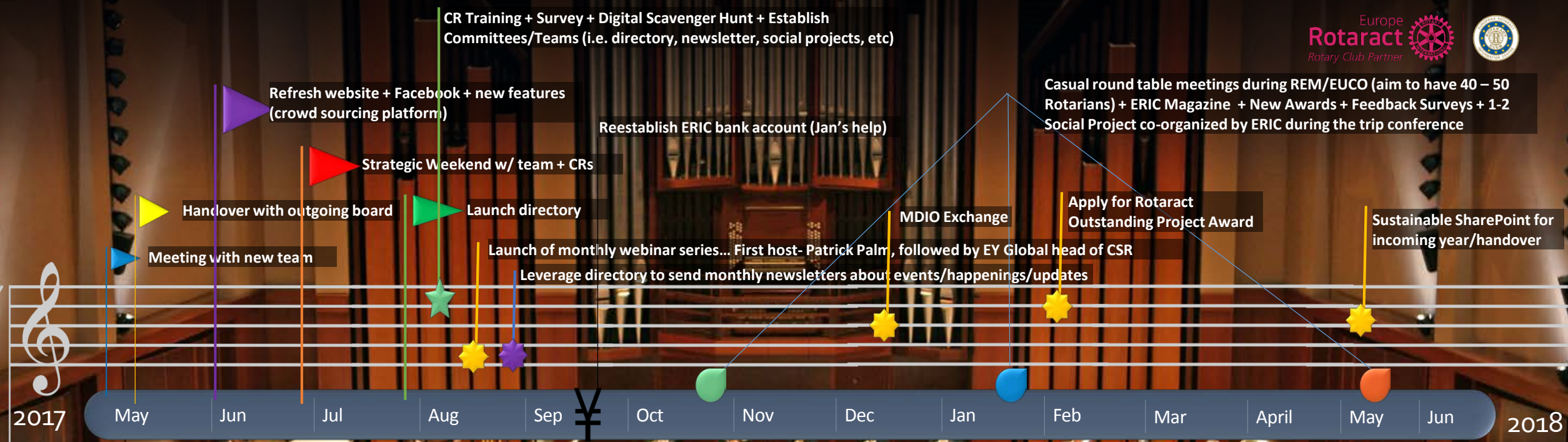
CRs – our brand ambassadors



Grow our MDIO by increasing number of Districts, Countries & Clubs



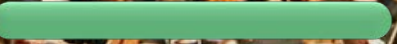
Continuity & Sustainability



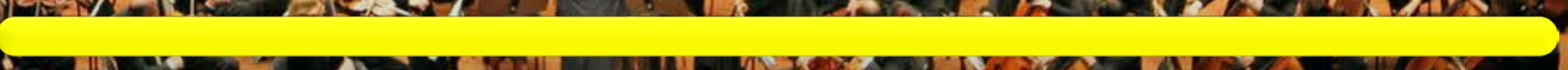
Website + Facebook Facelift



Make Directory of ALL clubs in ERIC



1-2 web meetings p/ month
(Creative + Organizational)



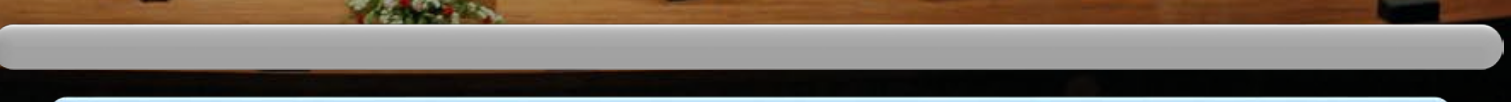
Monthly Webinar Series



Monthly Newsletters



Promotion of ERIC
MDIO/District/Country projects &
working for Outstanding Project Award



Acquire Grant



Discussions/Updates

IT/Website

- Website has been overhauled with a 1500% speed improvement (from a load time of 16 seconds to 1).
 - Establish club database beginning from 1988
 - Develop project library categorized in our 4 themes - Green, Growth, Health & Peace.
 - Develop and maintain Rotaract Europe newsletter mailing list
 - Update website with new increased functionality to make it more user friendly (events calendar, menu bars, project library, awards/applications)
 - o Create form for people/CRs to fill to submit projects and add to website library
 - Establish history page with historical files
 - Update/add more information in the “Resources Section”
 - o Manuals, presentations, official documents and grant information, BRAND BOOK!!
- Goal(s):** Livestreaming in-person European meetings and workshops

Discussions/Updates

Finance

- Working on transferring the bank
- We need to increase the ERIC Fee to be aligned with an inflationary economic model

Action step(s): Vote for a Fee increase during REM Ljubljana - REM €3 to €5, EuCo €5 to €7

Things to continue to consider:

Should the event pricing bylaws/election process be reconsidered and even removed? Events should be just as unique as every country which is ERIC and should not be forced to conform to a strict structure and create a Free Market environment.

Discussions/Updates

General

- Reach out to all past members, by gathering their contact details, so we can invite them all to come to Antwerp to assist in the celebrations
- Develop Alumni Project to stay in touch with past CRs, Board and ERIC Rotaractors- launch in December/January
- We have identified the need to create a legal entity for legal protection, as ERIC is vulnerable with operations in over 40 European countries, and wants to increase the cooperation with and support from the European Union. The format would be a non for profit organisation according to Belgian law, identical to the format the Belgian Rotary clubs use. In the current situation, ERIC deals with financial transactions due to their 3 European meetings a year as well as administrative fees. For the protection for all its members it is necessary to be registered as a legal entity.

Action step(s): Vote for NGO during REM Ljubljana

ERIC team Country Booths for REM Ljubljana

Shared project boards of all all the things that have to be done - encompassing the whole year

Things to consider:

Country Booths without alcohol