



citizens of europe

Network Development

Draft paper, based on a meeting on 3 July 2010
Version: 15 July 2010

This is a draft paper!
Please read it, think about it, make critical remarks.
Contribute your ideas until **25 July 2010**.
You can use our page at:
○ <http://www.facebook.com/Citizens.of.Europe>
or the group forum at:
○ <https://www.xing.com/net/pri41d29dx/citizens>
or send an email to office@citizens-of-europe.eu
Thank you! ;-)

Introduction

After a phase of rapid growth (of both activities and financial turnover), Citizens of Europe needs to focus on the development of its own network. The team of active members has been almost stable over the past two or three years.

During the past months, we have identified several structural arrangements and procedural rules which made it hard for new people to get involved and feel welcome. By realising a more flat organisational structure, the last general assembly tried to abolish such obstacles.

The new board elected in April 2010 declared the active development of our network the key priority for the upcoming months. We identified five relevant aspects, which are presented on the following pages:

- A) *Measures for improving cooperation*
- B) *Active Involvement of more people*
- C) *Drawing interest of more people towards Citizens of Europe*
- D) *Development of a more attractive membership status*
- E) *Stabilisation of partnerships with other organisations.*

A lively team of active people is essential

According to our profile, Citizens of Europe consists of „people from diverse cultural and educational backgrounds who realise projects that go beyond national boundaries“, who „want to overcome the gap between academic debate and everyday life, raise awareness for aspects of common European concern, and in doing so, learn and gain experience“ themselves.

In order to be strong and convincing, the realisation of team work which will be inspiring for everybody involved and efficient with regard to projects of high quality will be essential.

A lively team of active people will also attract both additional people and public interest, make legal membership more attractive and raise interest in cooperation with us.

A) Measures for improving cooperation

- 1.) Essential is a common idea of all those actively involved. Thus, discussions on the purpose of Citizens of Europe and on the content of our work are important and need to take place.
- 2.) There must not be any force for cooperation and interaction. Anything creating additional workload which is not perceived as an individual benefit must be avoided.
- 3.) All active members have to provide regular mutual information on everything going on. We need more knowledge about each other. Direct requests for help must be necessary.
- 4.) Regular meetings, either physically or online, need to take place and need to be open for everybody interested.
- 5.) Part of each activity needs to be a party. During each project, also people working on other Citizens' projects should be invited at least for some social events.
- 6.) As planned for 2011 for the first time, we need „framework projects“, which allow for contributions by and interaction of different project teams.
- 7.) Cooperation can benefit a lot from web 2.0 applications.

B) Active involvement of more people

- 1.) Most promising is a personal approach. Each active member must be an ambassador continuously addressing others and telling them about the potential of Citizens of Europe.
- 2.) Whenever this makes sense, we should directly approach people and ask for things they could contribute.
- 3.) Everything we do must be transparent and open. We must convince by what we are and what we do.
- 4.) For people willing to start own new projects, we could develop some kind of „Mentor model“. (Experienced people support projects of less experience ones)
- 5.) Our website needs to provide information about all active people and their ideas – and opportunities for visitors to leave information.

C) Drawing interest of more people towards Citizens of Europe

Real life

- Yearbook
- Every active member must become a „messenger“; we all need to realise how we contribute personal contacts to the Citizens' network as a whole
- Systematic coordination of the presence of board members at events
- Profile: active citizens in professional projects.
- Providing e.g. childcare during meetings/events

Online Platform

- Publishing info about
 - Projects
 - Active people
 - (Contents?)
- Regular information via the website (feeding Xing, Facebook, ...)
- Partnerships with other platforms (like „Europe and Me“)
- Spreading information via the European Movement
- More regular newsletter

D) Development of a more attractive membership status

- 1.) Citizens of Europe exists in order to generate activities. Therefore, attracting and administrating many members is none of our aims.
- 2.) Membership should be understood as ownership of Citizens of Europe. It creates a chance to take responsibility for the association and its activities.
- 3.) Membership must mean regular contacts. The board and all active members need to assure regular personal contacts with the members.
- 4.) Members should receive personalised mailings twice per year.
- 5.) Members have privileged access to events and pay only 2/3 or participation fees.

E) Stabilisation of partnerships with other organisations

- 1.) Citizens of Europe is member of the European Movement and will use this as good as possible for networking, fundraising and PR-purposes. Other memberships for such functional intentions are possible.
- 2.) Partnerships with other organisations are oriented towards concrete activities and projects.
- 3.) Partnerships are stabilised by personal contacts.