



EUROPEAN YOUTH PARLIAMENT THE NETHERLANDS

National Strategy

2021-2025



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FOREWORD

Dear reader,

As our organisation has been expanding exponentially since its founding in 1998, it has become more and more important to look ahead to keep up with its rapid growth. For the past five years, a national strategy has been in place. Since its term has come to an end, the progress and results were evaluated. Over the past year, a new strategy has been formulated for the period of 2021-2025.

This new strategy is built up out of four pillars, which were constructed to be able to develop the organisation in such a way that works seamlessly with the International Strategy of the network. On a national level, it should allow us to work towards a stable organisation that has the capacity and resources to grow and improve.

The focus for the upcoming five years lay foremost in two specific areas: stability and outreach. Although we are a very stable organisation in terms of the events we organise and the educational value we provide, there are some inherent weaknesses in our organisation that inhibit further growth. This is mainly related to our funding structure, where we require a mentality change to not base fundraising on events but the organisation as a whole for example. This is important to guarantee the aforementioned stability, but also to allow more resources for new concepts being implemented. Furthermore, it is important for the organisation to expand its target group. The measures proposed include a restructuring of outreach efforts, as well as developing new concepts to provide the same mission and value of the EYP in different forms to different target groups.

To be able to keep this strategy relevant and up to date, an annual review moment will be held where the state of the organisation is evaluated and adjustments are made to be able to work towards the overarching goals in this strategy. With this, we hope to be able to develop our organisation in such a way that we can have more impact on more young people in The Netherlands, but also make sure our organisation has room to grow and develop new concepts. We would like to express our thanks to the members of the Strategy Committee for their support this past year in constructing this strategy.

On behalf of the Board in 2020-2021 and the Supervisory Council,

Tom Cobbenhagen
President 2020-2021



1 OUTREACH & INCLUSION

The organisation should strive to give the opportunity to participate in EYP events to significantly more people and more groups of people that have previously remained unreached. A key aspect of this is to lower the barrier to participate. In the upcoming 5 years, the organisation must strive to provide equal opportunities to all (possible) participants, regardless of socioeconomic background, gender, race, ability or political views. The penultimate goal for 2025 is for all participants to feel fully welcomed and have equal opportunities within the organisation.

This pillar was based on several factors, such as small-scale research by the Strategy Committee in 2020, as well as suggestions and informal discussions with alumni. Furthermore, statistical factors such as geographical locations and types of participating schools have also been taken into account to deduce that the foundation may benefit from extra efforts to diversify these amounts.

1.1 Nonpartisan organisation

Being an organisation that strives to provide a platform for young people to learn to think critically, discover Europe and form their opinion. A key aspect of being able to facilitate this, is that EYP NL should strive to provide a platform where all participants feel confident to share their opinion and that EYP NL positions itself as a nonpartisan organisation in all its activities. Furthermore, it is important that political views are accepted and that the foundation is shielded from extremism. In the past, both in EYP The Netherlands as well as the network, certain situations have arisen where the non-partisanship of the EYP was found to be in a grey area.

Already in place	
Measure	Sub-measures and success indicators
The board and volunteers actively guard the non-partisanship and free discussion of political views and intervenes when necessary.	<p>In situations where non-partisanship may be at risk, the board intervenes.</p> <p>The board conducts themselves in a non-partisan manner when acting in an official position and encourages others to do so.</p>

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Research the status of non-partisanship of the foundation among participants.	Conduct a yearly evaluation/questionnaire by the board or a strategy committee.	80% of delegates respond “agree” or “strongly agree” in a post-session survey question: “EYP NL is non-partisan”.	3	Low



Work towards becoming a better facilitator for political discussions.	<p>Include aspects of political discussions in events</p> <p>Organise external educational events with multiple (opposing) politicians to discuss European topics, possibly by partnering with youth organisations.</p>	At least 1 annual EYP NL members' debate event is organised.	7	Medium
Add 'non-partisanship' to the code of conduct for trust-related volunteering positions.	Explain importance to volunteers at the start of every conference.	Amount of direct complaints sent to board about partisanship reduced to zero.	3	Medium

1.2 Socio-economic inclusion

A barrier for participants both in The Netherlands and abroad is, for some, a financial one. To ensure that participants from lower-income backgrounds are able to participate and feel welcome doing so with the prospect of participating at sessions abroad, certain steps must be taken to be able to support such participants.

Already in place	
Measure	Sub-measures and success indicators
A budgeted Mobility Fund, set in place to provide financial support to delegates who want to go abroad.	In 2019, around four requests were submitted and approved for the Mobility Fund, however since no physical events happened, none were eventually used.



Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Research the status and impact of the Mobility Impact Fund.	Conduct a yearly evaluation of its impact.	Note an increase in the appropriate usage of the Mobility Fund, for both national and international events.	4	Low
Gradually expand the Mobility Impact Fund to financially support participants that cannot afford to go to regional and national conferences.	Annually evaluate the budget based on the number of applicants. Include information about the Fund in outreach communication to increase awareness.	The Mobility Impact Fund funds more participants, both at an international and national level. We increase this fund and its usage by 500 euros per year.	4	High
Decrease the image of formality of the organisation.	Limit the amount of formal dress code events. PR photos no longer mainly include people in formal dress.	In the yearly evaluation, at least 70% of respondents state they were comfortable with the dress code for all parts of our events.	2	Medium

1.3 Event-based inclusion

The Netherlands should strive to provide a safe and inclusive space for everyone, regardless of their physical abilities, their background and their identity at our events. Active steps need to be taken to ensure different needs of participants are anticipated and accommodated for. We also need to ensure discrimination of any form is not tolerated within our organisation. In order to safeguard such values, more attention should be directed towards specific aspects of our way of working.



Already in place	
Measure	Sub-measures and success indicators
Event Safe People ensure people with mental or physical difficulties can talk to someone at the conference about their issues.	Event Safe People are present at all our events.
Participants with all gender identities are welcomed fully at events.	Asking about preferences and needs in a non-conforming way.
External communication on PR channels in two languages.	Reach increases according to social media analytics
We ensure no participant feels discriminated against on the basis of their identity or background.	<p>Discrimination is already forbidden in the EYP Charter.</p> <p>Board members actively intervene and deal with such situations where this value is under threat.</p> <p>All participants in the EYP are given equal opportunities for</p>

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Participants with a physical or mental disability have their needs met at our conferences.	<p>Include questions about special needs in our registration forms, and train organising teams to accommodate these needs.</p> <p>Provide materials that are easily adaptable to different physical needs, such as Topic Overviews that are read out loud.</p>	<p>All venues accommodate physical disabilities.</p> <p>All our programs are disability friendly, and the network's Accessibility Guide is implemented organisation-wide.</p>	8	Medium



<p>Participants with all gender identities are welcomed fully at events.</p>	<p>Include gendered questions about accommodation needs in our registration forms.</p> <p>Implement the provision of gender-mixed rooms</p>	<p>There are no added requests to organising teams regarding accommodation related to gender.</p> <p>Participants state in a yearly evaluation that they feel comfortable in expressing their gender identity.</p>	<p>3</p>	<p>High</p>
<p>Participants who are less well versed in English can be reached and are able to participate.</p>	<p>Publish a Dutch version of our website and other promotional/communication materials.</p> <p>Provide small-scale conferences for schools in the native tongue, to be able to deliver the mission of the EYP regardless of language skills.</p>	<p>There are two small-scale conferences in the native tongue per year.</p>	<p>8</p>	<p>High</p>
<p>Participants whose first language is not Dutch are able to participate in our social events.</p>	<p>Moving away from Dutch as our preliminary language at social events and social elements of conferences.</p> <p>The board actively promotes inclusive language use.</p> <p>Reach more non-Dutch speaking alumni at our social events.</p>	<p>In the yearly evaluation, at least 70% of respondents state language was not a barrier to inclusion at our social events.</p>	<p>4</p>	<p>Medium</p>



Topic difficulty is quantified and appropriate for the type of event.	A group/individual is responsible for overseeing the level of academics at all events, safeguarding the appropriate threshold for participation.	In the yearly evaluation, at least 70% of respondents state the academic level at events was neither too difficult nor too easy.	4	Medium
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1.4 Educational Outreach

Although unintended, the overwhelming majority of the schools that participate in EYP The Netherlands' events for the past five years have been VWO (Preparatory Scientific Education) schools. Through a few try-out events in the past two years as well as small-scale research by the Strategy Committee in 2020 into session formats, strides have to be made to tailor events to other types of schools. A transition should be worked towards to provide events to all layers of education, as well as to provide extra activities to ease the participation of new schools.

Already in place	
Measure	Sub-measures and success indicators
Develop the concept of in-house school sessions organised by EYP NL.	At least one annual school session organised at a first-time entrant school.

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Expand reach to schools on MBO- and havo-level.	Provide tailored events and workshops with more accessible formats.	At least 8 schools and/or delegations of MBO-level and havo-level have participated in EYP NL events by 2025.	9	High
Provide ways of financial support for first-time participation schools, such as discounts.	Adapt the mobility fund to also be able to fund first-time participation schools	In event evaluations, schools that received financial support state this helped them participate. We are able to help at least five schools by 2025.	3	Medium



Develop the Dutch teacher network.	Organise a yearly event for teachers. In a periodic evaluation, set clear agreements with teachers with regards to pre-event preparation, timing and involvement.	At teachers meetings of events, teachers report an appropriate level of involvement.	5	Medium
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1.5 Regional Outreach

The majority of schools that participate in EYP The Netherlands are situated in the provinces of North- and South-Holland and Utrecht - the Randstad region. This limits the opportunity of many Dutch students to participate in our events, hindering the foundation's representation of and impact on Dutch youth. The foundation should thus strive towards a more geographically representative alumni base. By diversifying our alumni pool, new possibilities open up with regards to hosting locations, as well as alumni events organised on a local scale. This at some point should become self-sufficient, but needs extra attention to be set up.

Already in place	
Measure	Sub-measures and success indicators
Take geographical location into account in the process of gathering RSC HO applications.	At least one annual event each year is outside the Randstad Area.
Organise events outside the Randstad-area.	<p>Alumni from schools outside the Randstad-area are participating in social events.</p> <p>Social events are organised outside the Randstad-area.</p> <p>Local initiatives are set-up outside the Randstad-area.</p>



Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Reach out to schools outside the Randstad-area.	Attain (public) support from youth organisations or government (on local, regional and provincial level).	At least 8 new schools outside of the Randstad Area. Have a minimum of 2 participating schools per province or metropolitan area.	7	High
Organise events outside the Randstad-area.	Establish contact with local councillors on local and provincial level to gain traction. Build up partnerships with municipalities in the early stage of event planning. Budget a reserve for events in new areas to aid their fundraising efforts.	Organise 2 EYP conferences outside the Randstad-area each year. Organise 2 Outreach-events (e.g. training weekends, alumni events, in-school sessions) outside the Randstad-area per year.	8	High
Set up a mobility fund for schools and alumni situated far from events in the Randstad-area.	Evaluate with newly participating schools outside North- and South-Holland and Utrecht whether this discount helped them to participate. Evaluate with alumni situated outside North- and South-Holland and Utrecht whether this helped them participate in social events.	All schools and 90% of alumni indicate that they were not obstructed by the cost of travel in visiting events of EYP-NL.	4	Low



2 SAFETY & WELFARE

Under this pillar, we understand both the physical and mental safety of all participants and having a neutral or positive effect on the welfare and health of participants. Important in these goals is pro-activity, as systems need to be prepared beforehand and improved over time to enhance the readiness of the organisation to prevent and respond properly to situations.

2.1 Safety

As the organisation takes the responsibility of large amounts of (underage) participants, a certain level of readiness needs to be in place to prevent and respond to emergency situations. These are situations where participants may be subject to harm, both physical and mentally.

Already in place	
Measure	Sub-measures and success indicators
At least one volunteer at all conferences with a BHV certification	A hand-over system is set up to ensure that at all times, one volunteer is available throughout the year to ensure physical safety. Annual certification is added to the yearly budget
Two Event Safe People are appointed, as well as one National Safe Person	At all times, two people are available at all conferences to provide a place of trust for participants.
An Emergency Readiness Plan is written and in place.	The plan is evaluated yearly and adjusted to the needs of each event.
Verklaringen Omtrent Gedrag (VOGs) are handed out to volunteers in positions of trust.	Implement an appointment-policy (Aannamebeleid) for volunteers in coördinating positions.



Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Ensure that all people working in a position of trust (safe people) have a certification or appropriate training for their position	<p>Attain the BNC to provide these trainings on an international level.</p> <p>Add these trainings to the budget to train (at least) the NSP.</p> <p>Annually, one or two BHVs are newly trained or have their certification renewed by the foundation.</p>	<p>At least 80% of participants state they felt safe and protected in yearly evaluations.</p> <p>All safe people in EYP-NL have a certification or appropriate training.</p>	4	High
Work towards a system that provides both Event Safe People and BHV-officers that are available for all conferences.	Set up a resource pool for people with proper training to act in such situations.	We have at least one BHV and one Event Safe Person present at conferences at all times.	8	High



2.2 Wellbeing and health

With immense strides being made in EYP NL as well as the entire network regarding the safeguarding of the wellbeing and health of participants, there is still a large room for development, due to the huge impact our events may have on participants. This effect is amplified by the lengthening of many types of our events and there has been a gradual shift of mentality within the EYP. Some issues have been noted by boards of the foundation that require extra attention in the upcoming five years. An integral part of these healthy habits is to discourage the consumption of alcohol and smoking. Due to the nature of EYP NL's events and the developments in the Dutch government regarding the discouragement of smoking (e.g. school campuses being smoke-free, ban of smoking in certain public places) as well as noting the increase of smoking among (younger) volunteers in EYP, the organisation should strive to set an example and discourage smoking as much as possible.

Already in place	
Measure	Sub-measures and success indicators
Schedules have been already altered in the last few years to include more time for breaks, sleep and free time.	<p>In digital events, screen time has been a quantifiable factor that was taken into account.</p> <p>In physical events, other types of cultural programmes were introduced to counterbalance formal/academic elements.</p>

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Develop hard baselines for minimum requirements of primary needs.	<p>A hard baseline is set for sleep/work schedules and implemented at all events.</p> <p>A hard baseline is set for quality and variety of food and nutrition.</p> <p>A hard baseline is set for accommodation quality.</p>	<p>All our events schedule at least 8 hours of sleep.</p> <p>All our events have nutritious food, conformant with the Dutch health recommendations.</p> <p>All our events use venues and accommodation that caters to most needs.</p>	6	Medium



<p>Work towards EYP NL being smoke-free in 2025/2030.</p>	<p>Set up stricter rules regarding smoking for underaged participants and delegates.</p> <p>Ban smoking when hosted at high schools.</p> <p>Decrease facilitation of smoking at events.</p>	<p>No underage participants smoke at our events.</p>	<p>7</p>	<p>High</p>
<p>Balancing elements of a conference regarding their mental and physical toll.</p>	<p>Develop ways to index such activities, to strive for a balance.</p> <p>Annually evaluate the physical/mental toll of participants after participation.</p>	<p>At least 70% of participants indicate that their physical and mental needs were met, and that their welfare was not under stress during our events in yearly evaluations.</p>	<p>5</p>	<p>High</p>

2.3 Data security

Over the past years, EYP NL has drastically improved its usage of digital platforms. By using document sharing services (Google Drive), open message boards (Slack) we have managed to cooperate and communicate more efficiently. With this efficient cooperation, however, comes an extra responsibility: making sure that the data of our participants is stored in a responsible and safe manner. As EYP is structured around its events, data often gets fragmented across the different events: each organiser uses their own files and sheets. After the events, data is difficult to retrieve and to supervise. This is an issue for two reasons: the protection of personal data, and our efficiency as an organisation.

As personal data gets fragmented, it becomes more difficult to carry out our obligations as an organisation. For instance, it is a challenge to timely delete data or to fulfil personal data requests. Moreover, it is often difficult to track down old guides, contact info, and other relevant information. As a result, information and knowledge gets lost.

Whilst these problems are relevant and important, specific knowledge on data management is often lacking in the board. To remedy this, the board (and more specifically, the Data Protection Officer) could reach out to fellow alumni or to third-parties.



Already in place	
Measure	Sub-measures and success indicators
Have a designated Data Protection Officer (DPO), to act as a central point of information for all matters regarding data protection and storage.	Personal data that may not be attained is being removed or anonymised. A Data Protection Guide to inform organisers which types of data are sensitive.
Develop a central and safe storage system for alumni contact information.	The implementation and usage of the Lassie system, which contains personal information of alumni in an appropriate, GDPR-friendly manner.
The creation of the Privacy Statement, both in Dutch and in English.	Annually review the Privacy Statement to ensure adherence and relevance.

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Commission a third party to create a central personal data storage tool.	All collected data is stored centrally. All data can be easily deleted. The data is only accessible to those that need access to it. Access can be revoked.	A third party evaluates the foundation's data storage and awards it a positive result.	7	Medium
Use EYP-NL's alumni base as a pool of knowledge on data protection regulation if the DPO needs it.	Third-party training for the DPO is attained. The DPO has a resource pool of other/past DPO's to ask questions/for help. The mandate of the DPO is longer than one year.	The DPO indicates that they are aware of the rules in place. A resource pool of at least five people is set up that are familiar in the field.	4	Medium



3 STABILITY & SUSTAINABILITY

Our organisation runs on its volunteers which usually have a mandate of a year. To prevent the wheel from being reinvented again each year, we need to ensure a certain continuity in the organisation to make it easier for volunteers to develop other aspects or new ideas. Under this pillar, we understand sustainability and stability in a way of knowledge retention in the organisation, as well as network and support retention. Knowledge and external support are key driving factors of our foundation and have seen a bumpy road in the past. Many of these goals are flowing forth out of the changes made to the fundraising portfolio in the board of the foundation. Additionally, noting the huge strides made in this aspect in recent years, the environmental impact that our conferences also need a strategic plan, which is also part of this pillar.

3.1 Knowledge sustainability

To prevent the reinvention of the wheel in our organisation each year, a single source of knowledge needs to be constructed to make sure that ideas or methods are not lost in the organisation. Such a single source of knowledge may take the shape of a shared google drive, or an internal webpage (intranet) or wiki accessible to our volunteers.

Already in place	
Measure	Sub-measures and success indicators
An updated Head Organiser’s guide is available.	The guide is updated annually with new insights from the year’s events.
Transfers between Head Organisers, Board Members and Committee Members are held.	Learning from the value of board transfer sessions, this is now implemented on more levels in the organisation.

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Set up a digital single source of knowledge.	Guides are freely available to alumni. All volunteers can search for information.	Guides are used periodically over multiple years. In a yearly evaluation, 70% of volunteers indicate to have been provided with enough gathered knowledge.	7	Medium



Map the current pool and past pools of partners and sponsors to be able to easily reopen contact.	Gather information from past years. Develop a database of partners that can be used by organising volunteers.	A database exists mapping current and past pools of partners and sponsors.	6	Medium
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3.2 Fundraising

A behavioural shift is necessary in EYP NL to ensure much more stability in the annual income and development of our reserve. Whilst our previous fundraising efforts have previously been event-based, it is necessary to make the shift to organisation-based fundraising, as is done in other NC's, which usually have more financial stability.

This is an important shift, as it provides the organisation with much more long-term contacts as well as a stable annual income that can be used both partly for the annual events and partly to develop the foundation's reserves. This also makes it possible for events to start with a financial basis, rather than having to fundraise everything again every year.

Already in place	
Measure	Sub-measures and success indicators
Enlarging the committee focused on fundraising and PR.	Shifted from 'Fundraising Officers' to 'External Affairs Committee'. More engagement by alumni in organisation development.
Shifting towards creating reserves from participation at regional conferences, rather than break-even.	Due to changes in formats, regionals now create reserves that can be used for continuous losses, such as alumni weekends.



Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Create long-term partnerships that provide yearly financial support.	In 2025, EYP NL has at least three partners that have conceded into providing support for more than two years. Partners provide financial or in-kind support on an annual basis.	We get at least €1000 annually from partners.	9	High
Shift away from event-based fundraising to organisation-based fundraising.	1 Work towards fundraising for all regional conferences as a whole. 2 Work towards fundraising for all annual conferences as a whole. 3 Work towards fundraising for the foundation.	Each regional conference starts with a starting capital of at least 500 euros, each national session starts with a starting capital of at least 5000 euros.	9	High

3.3 Public Relations and External Affairs

Next to monetary and in-kind fundraising, it is also vital for EYP The Netherlands to attract more roots in both domestic industries as well as societal organisations. By developing the organisation's professional network, the foundation should strive to have a strong committee of patrons that support the organisation over a longer period of time and gain a stronger reputation as an organisation with a societal impact and educational value.

Already in place	
Measure	Sub-measures and success indicators
Attain a group of Patrons for flagship events as well as the foundation.	Have patrons in major national industries, as well as geographical areas of flagship events.



Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Improve EYP NL's legitimacy towards professional stakeholders.	<p>In Public Relations, create content targeted towards the professional sphere, such as on LinkedIn.</p> <p>Send out press releases for all our events.</p> <p>Update stakeholders (sponsors and patrons) through a periodic newsletter.</p>	<p>The reach of PR content targeted towards the professional sphere is increased by at least 75%</p> <p>Every EYP event is covered in at least one external news source.</p>	6	High
Improve EYP NL's approachability towards professional stakeholders.	Provide all external communication (e.g. posts and website) in Dutch and English.	All external communication is provided in Dutch and English	3	Medium
Provide alumni with opportunities from partners.	<p>Allow alumni to openly share open (internship) positions on our communication channels for alumni.</p> <p>Organise one event every two years for alumni and partners to meet.</p>	Events connecting alumni and partners are organised at least once every two years.	7	Medium



3.4 Environmental sustainability

Noting a trend of unsustainable habits in our organisation (over-usage of paper, use of single-use utensils), it is important for some behaviour to change in the organisation to leave a smaller footprint behind at our events. It is important for the organisation to strive for a smaller environmental impact and take effort in recycling waste.

Already in place	
Measure	Sub-measures and success indicators
Limit the usage of single-use materials.	<p>Create an inventory of plates and cutlery that is transported to events.</p> <p>Limit the unnecessary need of printing or using paper.</p>
Recycle waste generated at our events.	<p>Separate all waste of our events into categories according to the local municipality's system.</p> <p>Deliver left-over foodstuffs to the Salvation Army or other local initiatives.</p>

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Strive towards lowering the CO2 emissions from our events.	Strive towards the preference of greener alternatives for matters such as transport or food.	CO2 emissions at events have lowered by 50% in five years.	9	Medium
Ban the usage of single-use materials to lessen waste at events.	<p>Invest in more sustainable long-term solutions that eliminate waste such as reusable materials and environmentally friendly merchandise.</p> <p>Strive for more sustainable ways of consumption at our events.</p>	Our events use close to zero single use materials in 2025.	8	Medium



4 INVOLVEMENT & IMPACT

As an informal education platform that aims to teach people on how to make an impact, it is vital to also be able to offer ways to make use of that gained ability. The organisation should focus on providing more ways for participants to get involved with making an actual impact, by creating stronger links with societal organisations and governmental institutes that make use of our conferences as think tanks among youth. Furthermore, a lot of chances are present among the large pool of inactive alumni that may currently find themselves in positions that they may be able to aid the development of our organisation or active alumni.

4.1 Involvement of Inactive Alumni

A huge asset to our organisation can be the amount of people that have gained many skills through the EYP and could possibly give this back to the community. Up until now, inactive alumni are being kept abreast of developments by the International Office and its Alumni Officer. However, on a national level, this group of people may be used for many more different purposes to help our current set of alumni develop themselves apart from the usual educational value our organisation provides.

Already in place	
Measure	Sub-measures and success indicators
Alumni representatives are in place.	Regionally balanced events are organised annually. Cultural exchange between regions occurs.
New forms of alumni involvement have been attempted.	A 'reunion' for delegates of a National Conference has proven to be impactful on continuance of participants. Digital alumni events reach a medium-sized crowd.

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Create a platform where inactive alumni can contribute to EYP NL with their knowledge, network or skill.	Create a database of contact information.	At least one EYP event per year had a contribution by an inactive alumnus.	4	Medium



Keep our inactive alumni updated through a periodic newsletter about EYP NL and ways for them to contribute.	Map the current pool of inactive alumni to proactively engage them to contribute to the foundation.	In a yearly evaluation, 70% of inactive alumni stated to have been adequately informed.	4	Medium
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4.2 Impact on Society

With the amount of knowledge that is being shared and concepts that are being formed at our conferences, the foundation should strive to be able to transfer this knowledge to society through organisations and governmental institutions. Although this does happen at higher-level events such as International Sessions, EYP NL should strive to become an organisation that becomes a representation of young people’s voices, by providing the outcomes of debates in a form that is tangible. This entails that instead of only providing the outcome of resolutions, the entire thought process is also mapped.

To outside parties as well as the Dutch society, EYP The Netherlands should be seen as a think-tank containing the voice of youth in the country. A system should be strived towards which structurally involves certain partners to use the results of our conferences in their policy making, to allow participants to have an indirect impact on society.

Already in place	
Measure	Sub-measures and success indicators
Include the possibility in partner packages to request a topic or theme to be discussed.	Each year, at least two partners/sponsors ask for a specific theme to be discussed and results are passed on to them.
Invite guest speakers from the public sphere to our events.	Each event has a guest speaker, sparking conversation with the participants.

Planned Measures				
Measure	Sub-measures	Success indicators	Estimated effort (e.g. 1 - 10)	Estimated impact (e.g. Low-Med-High)
Build a network of partners that annually contribute topics, speakers and experts to our conferences.	Build structural and annual partnerships with governmental institutions such as ministries.	Have at least 2 partners that annually contribute such a topic. At least one EYP event per year has topics and speakers contributed by a partner.	8	Medium



<p>Change the outcome of conferences from standalone resolutions to reports about the process and development of concepts related to a topic.</p>	<p>Run pilot tests of different outputs at conferences.</p> <p>Evaluate the impact of the new formats.</p> <p>Evaluate the formats with external partners.</p>	<p>At least once a year, outcomes of conferences are sent out to policymakers.</p>	<p>4</p>	<p>High</p>
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