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# 1989 GENERATION INITIATIVE

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## Chapters: under the lens

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# Introduction

This pamphlet outlines the 1989 Generation Initiative's chapter strategy and framework. It is designed for use as a guide both by existing and new Regional Coordinators. The document attempts to present what a chapter is, what its aims are, what RCs must do in order to set up a chapter, and what support the 1989 Generation Initiative can provide a chapter in its initial stages.

## **The idea behind the chapters:**

For the 1989 Generation Initiative to reach as many young citizens from across Europe as possible, and thereby achieve its target of being a major pan-European policy organisation, it must establish a physical presence in other European regions. The policy and advocacy work of the 1989 Generation Initiative is innovative and can play an important role in regenerating the EU. It is worth giving more people the possibility to join us in this effort and help build Europe from the bottom up.

# Chapter aims and function

Chapters adopt the same broad aims as the entire Initiative. They seek to regenerate the EU through the ideas of its young citizens. However, they operate in a different space. While contributing to the larger programmes that the Initiative runs, such as Regenerate EU (and its annual policy cycles) and Generation Brexit, chapters will be able to run their own projects which fit within the regional context. Chapters will be offered flexibility also in terms of the types of activities they conduct.

Currently, the Initiative's main work is policy making, which it conducts innovatively through a methodology of broad engagement, involving crowdsourcing and structured dialogue. Over time, we intend also to add an advocacy component to what we do. This would involve meeting with key decision makers at national and EU level and launching an annual European Citizens' Initiative to bring a single policy proposal (decided by our membership) to the European Commission policy making process.

On establishment, chapters will be able to choose if they wish to concentrate on policy work, on advocacy, or both. A chapter may wish to conduct engagement events only, and not produce policy proposals or conduct advocate themselves. Over time, it would be nice for all chapters to do both policy and advocacy, but it is not a requirement. It is up to the chapter members to orient the chapter towards what they feel is most needed.

## Policy chapter



A chapter which will focus on producing policy proposals that aim to reinvigorate the EU. It might conduct regular roundtable events bringing together members and experts to develop proposals on themes of relevance either to the chapter, and its regional context, or to the Initiative as a whole. A policy chapter will involve itself in the Initiative's annual pan-European policy programme - Regenerate EU - and contribute participants to the Regenerate EU launch conference. It may also organise parallel policy project and produce its own proposals.

## Advocacy chapter



A chapter which focuses on advocacy will be geared towards building support around the core policy agenda of the Initiative - an EU of policies for people, connectivity, solidarity, and opportunity (see website for more information) - or for specific proposals which it chooses to adopt and propagate locally. Unlike the main advocacy branch of the Initiative, based in Brussels, chapter advocacy work will be conducted locally. It may also take part in outreach work, generating support and signatures for the annual ECI that the Initiative will launch.

# Regional Director's checklist:

To set up a chapter there are a number of key things that Regional Directors must do at the outset.

- **Establish chapter framework or strategy:** You will initially be appointed by the Core Committee (the executive body that manages the Initiative) following a rigorous process. Your first task is to conduct outreach and build support for the chapter in your region. An initial couple of meetings might be needed to decide on the chapter's activities and to establish a strategy.
- **Build your chapter structure:** Get together a loyal support group and divide responsibilities for chapter management amongst you. If it makes it easier, give yourselves specific titles.
  - ◆ The leader of the chapter should be known as the Regional Director. Whatever the chapter chooses as its activity focus, it should have a Communications/Public Relations Manager. If it focuses on policy work, it should seek to develop a Policy Team, under the leadership of a Policy Manager, who reports to the Director. If the focus is events, an Events Manager would be crucial. Again - flexibility. Any structure should be tailored to the chapter's aims.
- **Establish core partnerships:** Once you have a team and structure, you will need to put your strategy into practice. But - wait there's a problem! You don't have an event space. To achieve this, you will have to partner with an established organisation - best bet is a university or think tank - and ask to use their space on a regular basis.
- **Promote!** Let people know about the Initiative and the chapter. Hold an engagement or public event and invite journalists and potential funders.
- **Funding:** Funding is hard to get, and runs out quick when you do manage to get it. But for the chapter to become more ambitious over time, it will need to raise funds.

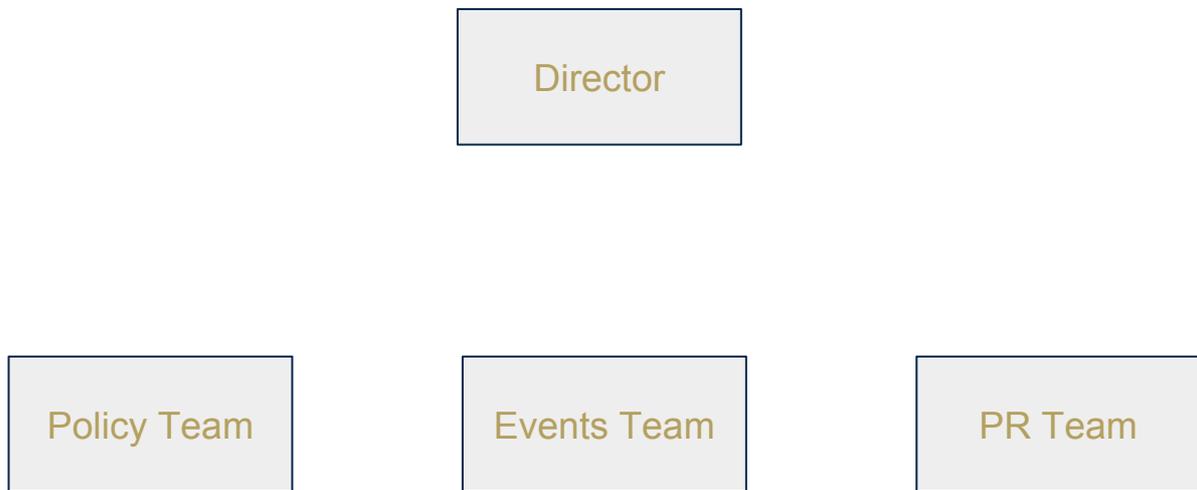
# Ideas for projects:

While the chapter is expected to participate in the annual Regenerate EU cycle, it is encouraged to pursue its own projects in parallel, as it develops the capacity. Deciding on your broad strategy and a framework for the chapter going forward will allow you to select the type of projects you would wish to run. If you wish to focus your chapter's activities on engagement or policy advocacy, you may wish to organise a series of public events. If your chapter will be more focused on generating policy proposals, it should think about pursuing initiatives such as roundtable discussions, online surveys, crowdsourcing, and research.

- **Public events:** Bringing together a notable local speaker in front of a small (or large!) audience. This can be in the form of a fireside talk, an debate, an interview, a panel, or a keynote speech. You could even do a TEDx style talk. The public event can also be used to showcase proposals that the chapter (or the Initiative) as a whole has developed.
- **Roundtables:** Involves organising a private event in which 89ers (and local experts) discuss a specific policy issue. Building on the outcomes of the discussion, chapter Policy Officers will draft rigorous proposals for consideration by local, national, and supranational stakeholders. The chapter's PR team might run a campaign to publicise the proposal in an interactive online way, through social media.
- **Online surveys:** This is a great (and cheap!) way of reaching out to large numbers of 89ers on key policy issues. Perhaps by leveraging contacts in local schools, universities, youth organisations; or in partnership with organisation's of more significant online 'stature', surveys can collect data from hundreds of people and thus provide an excellent resource for the development of policy proposals.
- **Crowdsourcing:** More advanced than surveys, but also more expensive. Crowdsourcing platforms can potentially bring in thousands of ideas. But this may need to wait until you get more funding.
- There are many more options that you can invent and choose.

# Possible structure:

## Policy Chapter Structure:



## Advocacy Chapter Structure:

