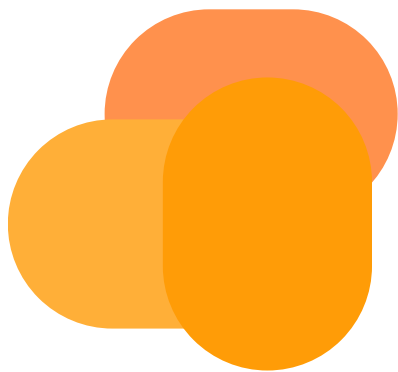


OBESSU DEVELOPMENT STRATEGY

2025-2029

**Adopted by the Council of Members on the 7th & 8th
December 2024 in Bologna, Italy**

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OBESSU
Organising Bureau of
European School Student Unions

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OBESSU DEVELOPMENT STRATEGY 2025-2029

Proposed for Adoption at COMEM 2024

BACKGROUND

What is our Development Strategy?

The Development Strategy is a document that outlines the long term goals of how OBESSU as an organisation will work and develop in different fields. The Development Strategy 2025-2029 has been created by the Membership, Board, Secretariat and Monitoring Committee of OBESSU, with the strong vision and mission stated in the statutes and political platform of the organisation. The Development Strategy is meant to be a steering tool of the organisation, and is adapted to the changes in the organisation and the climate it works in.

How was it made?

Our Development Strategy is not a once off document, and it exists in a much wider framework of internal documents. As such, this strategy carries on a lot of work from our current 2020-2024 strategy. We began the process of re-creating this document at the General Assembly in 2024, alongside our Membership. From this, we also launched an internal survey and consulted Alumni in the framework of OBESSU2050. From these thoughts, the Board has defined areas of development, more precisely stated in this document. From these goals, the Board has analysed and placed them into four categories. These categories continue on from the previous strategy for a streamlined and continued plan.

The Board has then defined the measures for each area of development that are needed to be taken in order to achieve each of the four goals and created relevant indicators which you will see below.

How is it used?

For the Members, the development of these goals places the strategic steering of the organisation into the hands of its Members and gives a clear overview of where the Members have decided to take the organisation during the upcoming years. It is also a tool to follow up progress and keep the Board accountable. The Board, Secretariat and Monitoring Committee of OBESSU will use the development strategy to steer strategic decision-making and follow up on progress.

For the Board and Secretariat, the development strategy is a point of reference for decision-making. It outlines the priorities and can be used to guide strategic steering of the organisation.

For the Monitoring Committee, the Development Strategy outlines the specific goals that need to be followed up on, and provides concrete tools, indicators, to do so. The information is gathered annually in order to be transferred to the next board and monitoring committee.

Finally, for external organisations and prospective Member Organisations this acts as a point of reference for what OBESSU aims to achieve within this period of work.

Evaluation

Each year, we commit ourselves to reviewing this document and updating our progress. As we make decisions, we will let this document guide our plans and commitments over the course of 2025-2029. Each year, we will publish our intentions on how we will implement this strategy with our annual implementation plan presented and approved by the Council of Members.

The Monitoring Committee will use this document as a guideline for the semi-annual and annual reports of OBESSU, focusing on the Key Indicators below. The Secretariat will support them in this review, including will statistics on indicators met.

Goal 1 OBESSU influences change in Europe and the world

Measures regarding Advocacy	Indicators
Continuing to be active in institutional programmes and working groups, such as the EESC Youth Test & European Commission Working Groups	• Number of European Commission youth test calls responded to • Number of European Commission Working Groups meetings attended • Number of EU Institutional positions/seats held by OBESSU or OBESSUs network.
Establishing connections with relevant European Institutions, including the Council of Europe and Civil Society Organisations	• Number of MEPs that attend OBESSU events or take part in OBESSU campaigns.

Measures regarding International Cooperation	Indicators
Actively contributing to work of the Global Student Forum and cooperating with other MO's within the organisation	• Engagement and Participation of the OBESSU Steering Committee committee • Number of activities organised by GSF attended by OBESSU and our MOs

Measures regarding Communication	Indicators
Developing Communication on Campaigns, through internal and external dissemination processes.	• Number of campaigns endorsed by OBESSU • Number of communication regarding campaigns in the area of relevant topics
Developing cross-membership Communication, through regional cooperation for targeted advocacy.	• Number of regional based activities organised by OBESSU/MOs, (online or in person) • Identification of meaningful cross-membership communication

Goal 2 OBESSU is owned by well-functioning school student unions

Measures regarding Activities	Indicators
Strengthening MO's staff/volunteer capacity on local and national level through capacity building activities and fostering their participation in OBESSU's activities.	• Number of MOs staff/volunteer members taking part in OBESSU activities. • Number of activities held for MO staff • Post-CB communication and feedback.
Empowering MO's with resources to promote student activism and address student needs on local and national level.	• Amount (no. and €) of microgrants given by OBESSU to MOs.
Establishing capacity building activities and events to fulfil MOs needs on local and national level such as Study Sessions, Study Visits, TCIOs and Trainings.	• Number of capacity building events promoted. • Percentage of MOs that attend CB events.

Measures regarding Membership	Indicators
Expanding the understanding of MO's about the membership opportunities within OBESSU.	• Percentage of MOs attending activities/events. • Number of MOs activities with the presence of OBESSU's Board members. • Number of MOs activities with OBESSU Secretariat/Board support
Expanding OBESSUs membership, through open calls and networks with relevant organisations who meet membership criteria	• Number of Membership inquiries per year. • Percentage of inquiries which leads to a membership/application
Promoting and ensuring school student democracy, and democratic decision making practices	• Number of Membership Statutory Meetings attended by OBESSU

Measures regarding International Cooperation	Indicators
Establish regional networking opportunities for MO's between themselves.	• Percentage of MO's connected to a network within OBESSU • Amount of network meetings held per year, online or in person.

Develop international campaigns and materials for international cooperation and advocacy measures	Percentage of MO's engaging directly and independently with other MOs.
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Measures regarding Communication	Indicators
Support to MOs in terms of communication for their activities and work.	- Number of hot chocolates/meetings on the topic of communication provided - Number of communication toolkits for MO's produced
Dissemination of MO events, projects and campaigns through internal and external communication measures.	- Number of MO activities shared within membership communications. - Percentage of MOs regularly engaged with internal dissemination regarding their activities.

Goal 3 OBESSU is considered a relevant, representative stakeholder

Measures regarding Advocacy	Indicators
Actively participating in the networks we are involved in/are members of, such as LLLP GCE CSE GSF and more.	• Number of activities or advocacy campaigns organised by our networks attended/supported by OBESSU. • Number of OBESSU collaborations with our networks.
Actively leading on projects and campaigns alongside our relevant networks.	• Number of activities, projects and events organised by OBESSU and supported by our MOs and networks.

Measures regarding Activities	Indicators
Developing inclusive activities, taking into geographical location, gender, race, religion, and more as outlined by our Diversity and Inclusion Strategy. ¹	• Diversity mapping and reviewing of all OBESSU organised activities. • Number of countries where OBESSU directly promotes activities. • Percentage of speakers at events
Decentralise our activities across Europe	• Number of countries where OBESSU directly promotes activities. • Ratio of events organised by OBESSU compared countries operated in.
Promote activities in cooperation with Members	• Number of OBESSU activities held on a national level co-organised by MOs

Measures regarding Management	Indicators
Presence of the Board in external representation (particularly within our networks).	• Number of External Representations the Board takes part in.
Presence of Membership at relevant external representations and events	• Number of External Representations the MO directly takes part in.

¹ Note: the Diversity and Inclusion Strategy is not due to be published until after the Council of Members which this document will be debated at.

Measures regarding International Cooperation	Indicators
Continued partnership with the Council of Europe/EYF and EU Institutions	• Grants received from CoE/EYF and EU institutions. • Percentage of successful grant applications. • Number of CoE/EYF and EU institutions activities attended by OBESSU representatives.
Increased cooperation with the Global Student Forum for global advocacy and fostering the participation of OBESSU in global policy events on matters concerning education and Youth Rights	• Number of GSF events attended by OBESSU • Number of GSF activities/initiatives directly supported by OBESSU. • Number of global policy events attended by OBESSU.

Measures regarding Communication	Indicators
Increase the engagement of the external communication of OBESSU.	• Number of followers on social media • Number of posts on social media • Number of activities disseminated through our social media and newsletters.

Goal 4 OBESSU has a strong and stable organisation

Measures regarding Advocacy	Indicators
Strengthening OBESSU Policy handbooks, by focusing on the development of modern OBESSU policy developed by MOs	• Number of Policy Papers proposed by MO to statutory meetings. • Number of new policy papers in development.
Investing in and exploring new advocacy tools/ methods	• Examples of successful outcomes of tools used

Measures regarding Activities	Indicators
Implementation of a training plan for the Pool of Trainers, fostering quality engagement with OBESSU and our MOs	• Number of members in the Pool of Trainers • Amount of activities the Pool of Trainers participated in • Percentage of the Pool of Trainers that participated in, created or developed activities.
Increased training opportunities for Board Members, MC members, and Secretariat members.	• Number of trainings attended by relevant internal bodies of OBESSU.
Increased MO capacity building in the area of governance	• Number of CB events which focus on governance

Measures regarding Management	Indicators
Participation of MOs at the General Assembly and Council of Members	• Percentage of MOs that attend statutory meetings • Number of motions submitted by MO's
Election engagement of MOs and nominated Candidates for Board and MC elections.	• Number of candidates for the elections to the Board and MC • National/Geographic diversity of MO nominees in OBESSU elections
Exploring ways to make the Board position economically/socially inclusive and accessible	• Results of continuous investigation with Board and Secretariat to make the position more accessible

	● Overall well being of Board Members
Ensure the environmental sustainability of OBESSU activities	● Carbon footprint of travelling for OBESSU events and external representation.
Ensure the financial sustainability of OBESSU activities	● Diversity of funding streams used to fund OBESSU activities. ● Increase cash flow in reserves

Measures regarding Membership	Indicators
Expand the membership to new countries in a sustainable way.	● Amount of new MO's that have stayed in OBESSU for >2 years ● Amount of new full members (sustainable: MO's have to vote on full membership) ● Number of activities attended in countries where OBESSU does not have an MO
Direct membership engagement with external representation	● Number of MO representing OBESSU in external representations directly.

Measures regarding International Cooperation	Indicators
Ensuring collaborations with other organisations in the education field (ETF, ESU, ESN, ...)	● Amount of external representations held with relevant stakeholders (to be defined year-by-year)

Measures regarding Communication	Indicators
Regular contact with MOs (newsletters, on-arrival meetings with new IOs).	● Number of internal newsletter sent. ● Engagement through the internal newsletter. ● Number of yearly membership check-in done.
Increased engagement with MOs and partner organisations across social media	● Number of collaborations on social media with MOs and partner organisations.