



Utrikespolitiska  
föreningen  
Göteborg

# **Operational Plan 2020**

Society of International Affairs in Gothenburg



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## OPERATIONAL YEAR 2020

The Society of International Affairs in Gothenburg shall during the operational year of 2020 strive to be one of Gothenburg's main forums for debate and discussion on issues relating to international affairs.

The board carries the responsibility for continuing with the association's core activities, including regular events such as lectures in different forms, movie screenings, study trips, MUN simulations and more. The board shall also aspire to expand the association's range of activities by inventing new concepts, and should look for inspiration in recaps from previous operational years. The board is also in charge of further improving the High School Project, a position which is now called UF Ambassador, which entails arranging lectures, promoting the association and facilitating cooperation with different high schools throughout Gothenburg. Seeing as there has been a change in the Event Committee, now divided into Social- and Travel Committee, we hope to see more of an equal division in the workload of arranging study trips and social events. The board shall work to recruit active members to work with the committees of the society.

The board is responsible for ensuring that the association's activities are in line with principles of democracy and non-discrimination. The lectures shall encompass a wide array of topics, and shall deal with issues that receive a lot of public attention, and shed light upon issues that do not. The board shall also do its best to maintain a balance between the amount of male and female lecturers, and shall invite speakers based both in Sweden and abroad as far as the budget permits. Finally, the board shall always strive to hold as many events as possible in English, since many active members and regular visitors are English speaking.

## UTBLICK

During the operational year of 2019 we made a decision to only publish 2 physical issues of Utblick as well as reducing the number of copies made. This decision was based on both a financial and environmental outlook and it was unanimously decided upon. Instead of the previous 4 physical issues, Utblick will focus more on several articles being published a month on their website. The articles that perform the best on the website will have the chance to be published in the physical issues of Utblick. This format saves money, leaves less of a footprint on the environment and encourages people to write articles for Utblick.

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Furthermore, the committee will expand and include interviews as well as news-related stories and quick facts to be more up to date with what is happening around the world. This is a great step forward in developing Utblick and making it more of a prominent platform for young people to express their thoughts on different issues. The board shall also keep a close relation with the coordinators for this expansion of Utblick to be successful.

## MEMBERS

The board is responsible for encouraging the members of the association to get involved in the committees of the association and the events of UF. The board shall actively strive to have at least 60% of our members be under 26 years of age seeing as this a criterion for being considered a youth association by MUCF, a governmental agency and one of our main financiers. In order to reach a younger demographic the association should focus more on engaging high school students in the different activities organised. The board is also responsible for providing statistics of membership attendance and activities to Utrikespolitiska Förbundet Sverige, since it is connected to the review of the national grants.

## EXTERNAL RELATIONS

The board shall maintain good relations with all the association's external partners, and shall also uphold its reputation as politically neutral. The board shall also strive to expand its contacts and have more cooperation with different external parties.

## ECONOMY

The mode of operation of the association and its activities shall be characterized by long-term thinking. Also, long-term thinking shall permeate the management of the association's economy by the board of UF Gothenburg. The board is responsible for making proper grant applications that meet the demands of the funders, as well as keeping themselves informed if the demands are changed. This especially regards information about potential changes in the percentage threshold for being considered

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a youth association by Myndigheten för ungdom- och civilsamhällesfrågor (MUCF). As for the short-term goals, the board shall strive to find funders that can provide grants for certain projects and events if further funding is needed.

## COMMUNICATION

The board shall work to inform about its activities to the members of the association. This is done among other things by actively updating the website, putting up posters as well as through social media. The board shall also work to engage new members and spread awareness about the association to students as well as other groups. Especially at the start of new semesters, UF Gothenburg shall try to reach out to new students through arranging kick-off/mingles, information tables as well as class visits.

The board shall provide marketing material such as posters, merchandise and, if sufficient information is available in time, flyers. Effective marketing is paramount to the outreach of the association, and is therefore an integral part of a successful operational year. As increased funding to online advertisement has proven an effective measure for garnering attention and attendance to our activities, the board should strive to allocate resources towards effective marketing online. Announcements and marketing online should also be done in timely fashion in order to increase the reach of the activities.

## UTRIKESPOLITISKA FÖRBUNDET SVERIGE (UFS)

Throughout the year the board of UF Gothenburg should work to maintain the well-established relations to Utrikespolitiska Förbundet Sverige (UFS). UF Gothenburg shall be active in the activities of UFS. Knowledge about the structure within UFS is vital in order to make well-informed decisions that won't jeopardize the relation between UF Gothenburg and UFS. The board shall keep itself updated about the ongoing discussions within the national association, especially those regarding the management of the economy and how this can be improved in the national association.

The board of UF Gothenburg shall promote a line that certifies that the revenues of the national association are secured in the long-run. The board shall also do its utmost to promote sound spending within the UFS.

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If there are enough funds, the board of UF Gothenburg should to the largest extent possible participate in the events arranged by UFS to discuss activities, gain perspectives from others, as well as creating closer relations with other associations.

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