

socialplatform

Work Programme

2014

Work programme 2014

This is the first work programme under our new strategic orientation (2014-2020) adopted in June 2013.

Main political events in 2014

- European Parliament Elections, May 2014
- Appointment of new European Commission to start on November 1st 2014, preceded by hearings of candidate Commissioners before the European Parliament.
- Between January and July, the EU presidency will be held by Greece which has been under the supervision of the Troika (EC, ECB and IMF) since the beginning of the crisis. From July to December, the EU presidency will be held by Italy
- EU institutions to launch their process for the mid-term review of the Europe 2020 strategy
- The European Commission to propose the successor to the Stockholm programme on migration
- European Council should adopt a position on the social dimension of the Economic and Monetary Union
- First year of the implementation of the new EU funds and in particular the European Social Fund, and the implementation of the ex-ante conditionality on equality and non-discrimination in all funds.

Social Platform statement of mission and values, and strategic objectives

- 1) **Who we are:** Social Platform is the largest platform of European rights and value-based NGOs working in the social sector. We aim to promote social justice, equality and participatory democracy by voicing the concerns of member organisations.
- 2) **Our Values:** Our work is grounded in a rights based approach encompassing human dignity¹, gender equality and equality for all, respect for diversity, solidarity, freedom, social justice, sustainability, transparency and participatory democracy. While the actions of Social Platform focus primarily on the European Union level, we also support the promotion of these values at a global level.
- 3) **Our Vision:** A socially just and cohesive Europe based on our values. A society that ensures no one is excluded and where the well-being, the dignity, and the enforcement of human rights of its peoples - and in particular people in vulnerable situations - is the central aim of all policies.
- 4) **Our Mission:** To advocate for, and raise awareness on, policies that bring social progress to all in the European Union. We will achieve this by mobilizing members and providing them with a strong voice.
- 5) **Our strategic objectives:**
 - a) **Equality for all: act for the eradication of discrimination and for the realisation of equality, including equality between women and men, in all areas of life**

This strategic objective will be supported by the work of members on combating discrimination on all grounds (including social, economic and residency status) and promoting equality, including gender equality, to ensure equality in practice.

- b) **Strong social protection and welfare systems**

This strategic objective will be supported by the work of members on promoting inclusive, effective and efficient social protection and welfare systems and their centrality to maintaining and securing the European Social Model.

¹ The quality or state of being worthy of esteem or respect

c) **Socio-Economic justice: eliminate all forms of socio-economic inequalities**

This strategic objective will be supported by the work of members on inequalities in wealth redistribution, on inequalities in the provision of social and health services and services of general interest (such as housing, education, health, transportation) to close the growing gap in European societies.

d) **Decent work and quality employment**

This strategic objective will be supported by the work of members on the necessity of active inclusion strategies articulated around the need for adequate minimum income, for equality including gender equality on the employment market in relation to access, pay, pension, training and career progression, access to services and appropriate pathways for those who do not have a job, on addressing the growing concerns of working poor and access to quality jobs, and reconciliation between private family and working lives.

e) **People centred services for the common good: ensure universal access to quality, affordable and accessible public and social services**

This strategic objective will be supported by the work of members on guaranteeing access to affordable and quality public and social services of general interest and ensuring a strong social dimension of the internal market.

f) **Participation in decision making: ensure that civil society organisations are involved in decision making processes at EU level**

This strategic objective will be supported by the work of members on the issue of partnership between civil society organisations and public authorities in the different policy areas.

Advocacy Action 1: The EU to adopt an adequate minimum social floor to ensure an inclusive Europe

Objective 1:	Expected Results in 2014	Proposed Actions in 2014
<p>The EU adopts an adequate minimum social floor for Europe</p> <p>The EU ensure and inclusive and democratic European economic governance</p> <p>This objective will be achieved over the next three years (2014-2016).</p> <p>In 2014, Social Platform will develop its common positions necessary for the setting up of a social floor.</p> <p>In 2015, Social Platform will focus on implementing advocacy actions and ensuring broad alliances and support in order to influence EU institutions.</p> <p>In 2016, Social Platform will assess the results of its advocacy actions and reflect on the way forward to ensure the implementation of adequate social rights in Europe.</p> <p>Persons responsible in the secretariat:</p> <p>Policy officer for social inclusion: the</p>	<ul style="list-style-type: none"> • First elements for a Common Framework Position on an adequate minimum social floor in the EU. This Common Framework Position will be composed of four other common positions: • Common position on an EU framework decision on minimum income in the EU. (June) • Common position on setting EU standards for minimum wages. (June) • Common position on an EU unemployment benefit system. (June) • Common position on an EU mechanism to ensure the sustainable financing of social services. (June) • Guidelines for members and their members on how to influence the implementation of the new public procurement directive so that access to quality, affordable and accessible social and health services is guaranteed. • Social Platform is consulted by the European Commission on initiatives related to social innovation and its position taken into account • The conclusions of the informal EPSCO Councils in Italy (July) makes reference to our proposals 	<p>Develop common positions</p> <p>1) The Steering Group will initiate discussions in January 2014 on the main messages to be addressed by the Common Framework Position and four common positions. The Steering Group will identify member organisations with specific expertise and, with their agreement, will ensure that they support the Secretariat and dedicated working structures in developing the positions.</p> <p>The Steering Group will meet in March to discuss progress and results and again in June to adopt the common positions.</p> <p>2) Working structures will support the development of the common positions for an adequate minimum social floor in Europe. For each of the positions we will:</p> <ul style="list-style-type: none"> • Gather and analyse members' existing positions on the issue • Invite member organisations with expertise, as well as members who participate in specific alliances (such as the alliance on the European Semester), to contribute to the development of the positions • Write one policy briefing for each common position on the needs for such a proposal at EU level, the actions taken by the EU institutions, and the positions of relevant external stakeholders • Identify relevant authorities in the Council, Parliament and Commission • Organise one seminar per Working Group to discuss members' existing positions together with other relevant stakeholders <p>3) Based on the above working methodology:</p> <ul style="list-style-type: none"> • One working structure will develop arguments and proposals for the adoption of an EU framework decision on minimum income. It will also be responsible for developing arguments and proposals for the setting up of a European mechanism for unemployment benefits (February and May). • One working structure will develop arguments and proposals for an EU mechanism for setting a minimum wage in line with the article 4 of the revised Social Charter on the right to a fair remuneration (February and May). • One working structure will develop a common position on how to ensure a sustainable financing of social services of general interest -accessible to all (February and May). The working structure will use previous common positions developed by Social Platform such as the one on social innovation adopted in December 2013. • One working structure will develop guidelines for members and members of members on the new public procurement directive, in order for members to be able to influence the transposition of the directive at national level. • One working structure will take action, if necessary and in cooperation with other stakeholders (trade unions, other NGOs), to ensure that trade agreements do not undermine access to quality, affordable and accessible social, health and other essential public services for people living in Europe.

<p>overarching common position on an adequate minimum social floor, and the common positions on minimum income and unemployment benefits.</p> <p>Policy Adviser: the common positions on minimum wages and on sustainable financing of services, the coordination of Social Platform activities within the Spring Alliance</p> <p>Policy Officer for Fundamental Rights: responsible for the coordination of CSCG activities.</p>	<ul style="list-style-type: none"> The Spring Alliance incorporates our proposal for an adequate minimum social floor. <p>Expected results in 2015</p> <ul style="list-style-type: none"> The Commission, the European Parliament, the June and December Councils incorporate our proposals. <p>Expected results in 2016:</p> <ul style="list-style-type: none"> The European Commission in its AGS and the European Council in the Spring Council integrate our proposal for a minimum social floor as an appropriate means to reach an inclusive development of the EU in the Europe 2020 Strategy. The transposition of the new public procurement directive from member states ensures that when public procurement procedures are applied, access to quality, affordable and accessible social and health services is ensured for all. The trade agreements negotiated between the EU and third countries do not undermine access to quality, affordable and accessible social, health and other essential public services for people living in Europe. 	<p>Ensure impact on EU policies</p> <ul style="list-style-type: none"> Disseminate initial messages and then common positions to the European Parliament EMPL, IMCO, BUDG committees, to the Permanent representations to the EU, to the European Commission's EMPL, MRKT, COMP, SEC GEN DGs, the Committee of the Regions and the Economic and Social Committee ahead of the 2014 EPSCO, ECOFIN and European council meetings. Monitor and contribute to the European Semester process and in particular to the Joint Employment Report, the Joint Assessment Framework, the structures of the Country Specific Recommendations the conclusions of the June European Council and the Annual Growth Survey 2015. Carry out a European analysis of NRPs and CSRs on the basis of inputs from the members in order to reinforce the social dimension of the 2015 AGS. Contribute to the European Semester to ensure that priority is given to key elements of an adequate minimum social floor specifically when addressing the poverty and employment targets. Organise in March 2014 a joint seminar with members and with the Commission's Secretariat General to evaluate the implementation of the Europe 2020 Strategy in order to make recommendations on how it should be further developed for an inclusive Europe taking into account our messages on the social floor. Organise working sessions with members on the implementation of the article 9 of the Lisbon Treaty (transversal social clauses). These sessions should deliver concrete recommendations to the EU institutions on how to implement the clause. Organise a meeting in May 2014 with the President of the European Council to discuss our arguments for an adequate minimum social floor. Organise between July and December 2014 one meeting with each of the following candidates or appointed officials for the position of Commissioners for: Employment and Social Affairs, Internal Market, and Competition, and with the Secretary General and the President of the Commission to discuss our proposals for an adequate minimum social floor. Organise one meeting with the EMPL Committee Coordinators in September 2014 to present Social Platform main priorities for the new Parliament and the new Commission. Include our initial messages for a minimum social floor in our common messages and speak at the Informal EPSCO Council in Greece in April 2014 and in Italy in July 2014 Dissemination of the social innovation common position Meetings with Commission officials in all DGs working on social innovation Speak on financing social services at the EU conference on "social entrepreneurs: have your say" in Strasbourg in January 2014. <p>Working with our Alliances</p> <p><i>Spring Alliance</i></p>
---	---	--

		<ul style="list-style-type: none"> • Ensure that the key messages developed by Social Platform are disseminated, shared and included in the Spring Alliance activities and positions. In particular mobilise support from the Spring Alliance for the adoption of a social floor by the European Council. • Provide a tool kit for Alliance members so they can promote the social floor. <p>Civil Society Contact Group</p> <ul style="list-style-type: none"> • Participate and contribute to CSCG activities and events and in particular to the second citizen's summit in June 2014. Ensure the summit addresses the issue of an adequate minimum social floor. <p>Dissemination at national level</p> <ul style="list-style-type: none"> • Organise a conference in Italy in May 2014 with the Minister of Employment and Social Affairs and with approximately 80-100 representatives from national NGOs to discuss the priorities of EU and national NGOs towards the Italian presidency of the EU. • Organise a conference in Latvia in November 2014 with the Minister of Employment and Social Affairs approximately 80-100 representatives from national NGOs to discuss the priorities of EU and national NGOs <p>Visibility and multiplier effect</p> <ul style="list-style-type: none"> • Disseminate our common positions to the European Press ahead of the EPSCO, ECOFIN and European Council • Write one opinion piece to be published in European press for each of the five common positions. • Common positions will be posted on our website, and also to our twitter and Facebook accounts for discussion with a wider audience.
--	--	---

Advocacy action 2: The EU adopts appropriate mechanisms to reduce wealth and income inequalities

OBJECTIVE 2:	Expected Result	Proposed actions in 2014
<p>The EU sets up appropriate mechanisms to reduce income inequalities in Europe</p> <p>This objective will be developed over a period of three years.</p> <p>2014 will be dedicated to developing members' capacity on the issue.</p> <p>2015 will be dedicated</p>	<ul style="list-style-type: none"> • Common position on Tax Justice (in 2015) 	<p>Proposed actions in 2014</p> <p>1) The Steering Group will meet in January 2014 to discuss the main areas to be addressed through the work on tax justice. The Steering Group will set up a working structure dedicated to the issue of Tax Justice that will report directly to the Steering Group. The Steering Group will identify members with expertise who can (with their agreement) support the work of the secretariat.</p> <p>Capacity building</p> <p>2) The working structure will organise at least two capacity building seminars with members on tax justice.</p> <p>The first seminar, in March 2014, will be dedicated to the understanding of the concept of tax justice and its differences with the other main taxation systems. The seminar will involve representatives from organisations that developed the concept of tax justice, as well as other European organisations that are in support of such a system. It will also involve our partners from the Spring Alliance and the Civil Society Contact Group. We will look for example at how tax justice can support sustainable financing and progressive and equitable taxation. The working structure will report to the Steering Group in June.</p> <p>The second seminar in October will look more specifically at the necessary mechanisms required at EU level in</p>

<p>to developing a specific common position on essential elements that can reduce wealth and income inequalities in Europe.</p> <p>2016 will be dedicated to advocacy actions towards the EU institutions.</p> <p>Person responsible in the secretariat:</p> <p>Policy Adviser</p>		<p>order to deliver on the objectives set by tax justice in particular in relation to the reduction of wealth and income inequalities. The seminar will address concrete examples of tax justice and will focus on possible EU mechanisms to be developed. The working structure will report to the Steering Group in December.</p> <p>Following the assessment by the Steering Group, the working structure will develop a common position on tax justice and its role in reducing wealth and income inequalities to be presented to the Steering Group in 2015.</p> <p>Working with our alliances</p> <p>Spring Alliance and Civil Society Contact Group</p> <ul style="list-style-type: none"> • Ensure that the key outcomes developed are disseminated and shared with Spring Alliance members and the CSCG contact group • Members of the alliances will be invited to take part in the two seminars
---	--	--

<p>Advocacy action 3: Human Rights at the forefront of EU priorities</p>		
<p>Objective 3:</p> <p>Advocate for an EU internal strategy on Human Rights that ensures consistency between EU external and internal human rights standards and delivers on their implementation to combat the existing violation of human rights.</p> <p>Person responsible in the secretariat:</p> <p>Policy Officer for Fundamental Rights</p>	<p>Expected Results</p> <ul style="list-style-type: none"> • Common position on the key demands to be integrated in an EU internal strategy on Human Rights from social NGOs perspective. • Creation of an alliance to support our advocacy for an EU internal strategy on Human Rights • The internal strategy is integrated as an essential element of the portfolio of the new Commissioner responsible for Fundamental Rights 	<p>Capacity building</p> <ul style="list-style-type: none"> • The Secretariat will draft a briefing for members in January 2014 on the key issues related to an EU internal strategy on Human Rights. It will identify the essential elements of the external strategy on Human Rights, the main results achieved through such a strategy, the key stakeholders advocating for an internal strategy as well as the main arguments for such a strategy. • The Secretariat will organise a seminar with the Council of Europe on January 29, 2014 on the use of the collective complaint mechanism within the revised social charter. • The Secretariat will organise one seminar in February 2014 with members on the external Human Rights standard currently implemented by the EU in its external relations. The Seminar will involve representatives from the Commission DG external relations, from the Human Rights and Development Network (HRDN) and from an independent expert on Human Rights and the EU external policies. The objective of the seminar is to identify relevant standards for social NGOs. <p>Adoption of a common position</p> <ul style="list-style-type: none"> • The Secretariat will report to the Steering Group in March 2014 which will task a working structure to develop a common position for Social Platform setting up the key demands to be integrated in an EU internal strategy on Human Rights. The working structure will meet once a month in March, April and May to discuss the draft common position to be discussed in the Steering Group meeting of June 2014. <p>Building alliances</p> <ul style="list-style-type: none"> • The working structure will identify key stakeholders with which Social Platform can build a strong and influential alliance towards the EU institutions. In 2013 Social Platform identified the Human Rights and Democracy Network (HRDN) as a potential partner. The Steering Group will be kept informed and will

		<p>decide on the worthiness of such an alliance to support Social Platform proposals.</p> <p>Impact on EU policy</p> <ul style="list-style-type: none"> • Social Platform advocate towards the European Parliament in order to ensure that its key demands are integrated in the definition of the mandate of the new Commissioner for Fundamental Rights and in the agenda of the LIBE Committee. <p>Dissemination and visibility</p> <ul style="list-style-type: none"> • Disseminate in June our common position to the European Parliament LIBE, JURI and DEV Committees, to the Permanent representations to the EU, to the European Commission’s JUST, HOME DGs. • Disseminate our position to our members and possibly through them to their national members in order to ensure a real European outreach. • Disseminate our common position to the European Press through the writing of one opinion piece to be published in European press. • Our common position will be posted on our website, and also to our twitter and Facebook accounts for discussion with a wider audience.
<p>Objective 4:</p> <p>Call for EU extended legislation on hate crime, for an EU year to combat all forms of violence against women and support member organisations in the implementation of the Social Platform position paper. New EU legislative proposals should build on international and European instruments addressing all forms of bias violence</p> <p>Person responsible in the secretariat: Policy Officer for Fundamental Rights</p>	<p>Expected Results</p> <ul style="list-style-type: none"> • In the review of the European framework on Racism and Xenophobia, the European Commission proposes to extend Hate crimes to the discrimination grounds covered by the article 21 of the Fundamental Rights Charter. • Creation of an alliance to support our advocacy for the extension of scope of hate crime to all the grounds of discrimination. • An wider EU legislation on hate crime is integrated in the portfolio of the new commissioner in charge of Justice and Home Affairs • 2016 is established as EU Year to End Violence against women • Creation of an alliance to support the call for 2016 as EU Year to end violence against women 	<p>Social Platform adopted in 2012 a common position on bias violence, which includes a specific call for the broadening of existing EU legislation on hate crime to all grounds of discrimination.</p> <p>Building Alliances</p> <ul style="list-style-type: none"> • The working structure will identify key stakeholders with which Social Platform can build a strong and influential alliance towards the European Commission and the European Council. • The working structure will identify common messages that can be adopted by the alliance. The Steering Group will be kept informed and will decide on the worthiness of such an alliance • Social Platform will support the EWL in the organisation of an event to promote 2016 as EU Year to end violence against women <p>Dissemination and visibility</p> <ul style="list-style-type: none"> • Disseminate in June arguments developed from our common position to the European Parliament LIBE, JURI and DEV Committees, to the Permanent representations to the EU, to the European Commission’s JUST, HOME DGs. • Disseminate our position to our members and possibly through them to their national members in order to ensure a real European outreach. • The Secretariat will organise in June–July 2014 one public hearing with the LIBE Committee ahead of the appointment of the new Commissioner for Justice and Home Affairs on the need to broaden EU legislation on hate crime. • Disseminate our common position to the European Press through the writing of one opinion piece to be published in European press. • Our common position will be posted on our website, and to our twitter and Facebook accounts for

<p>Objective 5:</p> <p>Ensure that the future Stockholm programme includes the main proposals from Social Platform adopted position</p> <p>Person responsible in the secretariat:</p> <p>Policy Officer for Fundamental Rights</p>	<p>Expected result:</p> <ul style="list-style-type: none"> The Commission's proposal for the next Stockholm programme includes the main proposals from Social Platform common position on migration adopted in June 2013. 	<p>discussion with a wider audience.</p> <p>Social Platform adopted in June 2013 a common position on migration and has held a consultation conference with DG Home on the issue in December 2013. We will continue to advocate towards the Commission in order to ensure that our main demands are taken into account in the next Commission proposal expected in June 2014.</p> <p>Building alliances</p> <ul style="list-style-type: none"> Following the conference in December 2013 with DG Home and several external civil society organisations, the secretariat will organise two meetings with identified organisations in order to build a broad coalition to support Social Platform's proposals. The proposal for an alliance position will be discussed in the Steering Group meeting of March 2014. <p>Advocacy actions</p> <ul style="list-style-type: none"> Social Platform will organise one seminar in May between the coalition and the Director of DG Home and the Cabinet of the Commissioner for Home Affairs to exchange on the state of play regarding the future of the Stockholm programme. The seminar will also involve representatives from permanent representations. Social Platform will disseminate a briefing to the members of the EP LIBE Committee regarding our expectations on the future Stockholm programme <p>Dissemination and visibility</p> <ul style="list-style-type: none"> Disseminate our key demands to all newly elected MEPs (June 2014) Disseminate our common positions to the European Press through the writing of one opinion piece. Our common position will be posted on our website, and also to our twitter and Facebook accounts for discussion with a wider audience.
<p>Advocacy action 4: The EU ensures a wide democratic control of political decisions</p>		
<p>Objective 6:</p> <p>Establish an effective dialogue between the EU and civil society organisations</p> <p>Person responsible in the secretariat:</p> <p>Communications Officer</p>	<p>Expected result:</p> <ul style="list-style-type: none"> New MEPs and the President of the new Commission endorse our key demands regarding an effective civil dialogue. 	<p>Social Platform adopted in 2009 a common position on civil dialogue. In 2014 we will increase our advocacy actions on this issue.</p> <p>Building alliances</p> <ul style="list-style-type: none"> Social Platform will advocate for the Civil Society Contact Group and other civil society organisations to integrate our key proposals for an improved civil dialogue at EU level Social Platform will strengthen relationships with other EU institutions such as the European Economic and Social Committee. <p>Advocacy actions</p> <p>1) In January the Steering Group will establish a working structure (responsible to the Steering Group) to develop actions to implement the key demands from the 2009 common position towards the EU institutions</p>

		<p>and in particular towards newly elected MEPs and appointed members of the European Commission. The Steering Group will indicate to the working structure which of the key demands it should focus on.</p> <p>2) The working structure will make recommendations to the Steering Group of March 2014 on how to carry out specific advocacy actions towards new MEPs and the candidates to the Commission's presidency.</p> <p>3) Social Platform will organise a public hearing in the European Parliament on the need for improved civil dialogue with the EU institutions in line with article 11 of the Lisbon Treaty</p> <p>4) Social Platform will organise meetings with the candidates for the Commission's presidency to discuss the issue of an effective civil dialogue.</p> <p>Dissemination and visibility</p> <ul style="list-style-type: none"> • Disseminate our key demands to all newly elected MEPs (June 2014) • Disseminate our common positions to the European Press through the writing of one opinion piece to be published. • Our common position will be posted on our website, and to our twitter and Facebook accounts for discussion with a wider audience.
--	--	--

--	--	--

2014 and the elections to the European Parliament and the appointment of a new Commission

<p>Objective 7:</p> <p>Enhancing the role of social civil society organisations in the civil dialogue with the European Parliament and the newly appointed Commission.</p>	<p>Expected Results</p> <ul style="list-style-type: none"> • Public hearings in the European Parliament before and after the elections to debate Social Platform main messages. • The newly elected MEPs take into account Social Platform's messages in their activities in the Parliament and in their requests towards the new Commission. • The incoming Commissioners have in their mandate or portfolio key demands made by Social Platform and its allies • Members have access to MEPs on issues related to Social Platform campaigns. 	<p>Actions:</p> <p>On the minimum social floor: Organise three public hearings in the European Parliament or in the European Economic and Social Committee gathering approximately 50 participants on the following issue:</p> <ul style="list-style-type: none"> • "What kind of social protection floor do we need in Europe?" with EMPL Committee and our members. The objective will be to share our initial messages with MEPs from different political groups, representatives from the Commission and from the Council together with other representatives from civil society (such as social partners, other NGOs, research institutions). • A public hearing on minimum wage and a European mechanism on unemployment benefits with the EMPL Committee together with European Social Partners, MEPs, Commission's officials and representatives from member states and our members • A public hearing on sustainable financing of social services with IMCO Committee and our members. • Social Platform will use its common position and its alliance for its advocacy towards the European Parliament in order to ensure that its key demands for a social floor are integrated in the definition of the mandate to be given to the President of the European Commission and the Commissioner for Employment and Social Affairs
--	---	--

		<ul style="list-style-type: none"> • The Secretariat will organise in June–July or September 2014 one public hearing with the EMPL Committee ahead of the appointment of the new Commissioner for Employment and Social Affairs on the need for a minimum social floor. • The Secretariat will organise in September 2014 one public hearing with the IMCO Committee ahead of the appointment of the new Commissioner for internal market on the financing of social services. <p>On the EU internal Strategy on Human Rights and Hate crime</p> <ul style="list-style-type: none"> • The Secretariat will organise in June–July 2014 one public hearing with the LIBE Committee ahead of the appointment of the new Commissioner for Fundamental Rights on the need for a EU internal strategy on Human Rights and ahead of the appointment of the new Commissioner for Justice and Home Affairs on hate crime. <p>On ensuring civil dialogue with the Parliament and the Commission</p> <ul style="list-style-type: none"> • The Secretariat will set up a meeting with each of the Chairs of the EMPL Committee (September), the LIBE Committee (October), the IMCO committee (November) and the REGIO Committee (December) to make proposals on how to establish a more structured dialogue between these committees and social NGOs. • The Secretariat will invite representatives from the cabinets of the Commissioners for Employment and Social Affairs, for internal market and for competition, for fundamental rights and migration to exchange with members on the Commissioners’ priorities. <p>Alliances</p> <ul style="list-style-type: none"> • Participate and contribute to Spring Alliance activities and events such as the launch of the Manifesto in March 2014.
--	--	--

Ensuring the visibility of our actions		
Objective 8:	Expected results	Actions
<p>Increase the visibility of Social Platform at EU and national level to publicise the Platform’s achievements</p> <p>Person responsible in the secretariat:</p>	<ul style="list-style-type: none"> • Increase by 15% visitors to our website • Increase by 15% followers on twitter • Increase by 15% friends on Facebook • Provide comprehensive 	<ul style="list-style-type: none"> • Prepare communication and advocacy tools including presentations and briefing materials for dissemination to different audiences as needs be. These include, for instance, factsheets and updated information leaflets. • Identify and develop story lines for European media publications and produce substantive articles contributing to debates on key issues. • Organise public events within and outside the Platform (such as lunch debates or European Parliament hearings).

Communications Officer	information on our 4 advocacy actions for our members and external stakeholders	<ul style="list-style-type: none"> • Use online and social media and The Social Compass to ensure the effective dissemination of our advocacy actions. • In relation to one of our campaigns, develop a pilot communication project together with members based on social media aiming at reaching citizens directly.
------------------------	---	---

Good governance and accountability to members		
<p>Objective 9: Ensure a good governance of Social Platform and the participation of members.</p> <p>Person responsible in the secretariat:</p> <p>Director (GA) Policy Advisor (SG), Communications Officer for COMMs meetings Finance and Administration Officer for DEV and ADMIN networks</p>	<p>Expected results</p> <ul style="list-style-type: none"> • Members share and enhance their skills in communication, administration and membership issues. • Provide comprehensive information on our 4 advocacy actions towards our members and external stakeholders 	<p>Activities</p> <ul style="list-style-type: none"> • Organise one seminar with members to exchange of best practices on how to run an effective and efficient Platform of NGOs. • Organise one annual conference in November 2014 to present Social Platform’s main achievements during the year. This will be done after the EP elections and the appointment of the new Commission and will allow us to measure the results of the actions conducted during the year. • Organise two General Assemblies: one in April to adopt the 2013 financial documents and decide on the acceptance of new members. Another General Assembly will be organised in September/October to adopt the Budget for 2015. • Organise at least 5 Steering group meetings during the year. In January, March, June, October and December 2014 • Organise at least 5 Management Committee meetings during the year in February, April, June, October, and December 2014 after the Steering Group meetings. • Organise at least four MAC meetings during the year ahead of the MCs and GAs to assess the application from members and to work on the possible revision of the statutes and internal rules (February, May, September and November). Following the adoption of the Strategic Orientation in June 2013, the meetings of February and May should assess the need for the revision the statutes and internal rules. The process should involve also the Management Committee and reports should be made to the Steering Group in October. • Set up appropriate working structures to support the implementation of the work programme. • Provide a forum for the exchange of information and training on communication (COMM) (January, March, September, November) network development (DEV) (April, November) and administration (ADMIN) (February, September). • Write a fundraising strategy and coordinate funding applications across the organization to existing and potential new donors.

