Membership Strategy
CEEWEB FOR BIODIVERSITY 2020

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CEEweb Annual Meeting
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Problems, Challenges

Out of the 53 current member organisations:

• **15 financially stable** member organisations paying their membership fee on an annual basis.

• **20 members** with whom the CEEweb Office has regular communications with

• active members currently cover 14 countries, but **not the entire CEE region**

• low level of cooperation and networking
Solution: new Membership strategy

Aim:
• common vision
• new smart objectives, actions, and a timeline
• a strong and active network community

Methodology:
• In January 2019, the CEEweb office held ‘CEEweb beyond 2030’ Strategic Retreat with the Board Members of the network.
• In July 2019, the CEEweb Office circulated among the network’s members the ‘2019 CEEweb Members Questionnaire’.
Vision:
- to become a stronger player and proactive policy influencer on the EU level;
- a driving force of cross-sectoral cooperation on biodiversity and nature conservation in the CEE countries;
- a builder of channels to represent members in the EU

Smart Objectives:
- Member Liaison Coordinator from CEEweb
- up-to-date membership database
- new designed membership page on CEEweb’s website
- rationalise the number of the member organisations
- new potential members
- simplify and revitalize membership-related procedures (application process, membership fee, etc.)
- annual evaluation and monitoring procedure
CEEweb members’ competences:

<table>
<thead>
<tr>
<th>Competence</th>
<th>Field work</th>
<th>Education/capacity building</th>
<th>Writing/leading work packages in general</th>
<th>Being experts/subcontractors</th>
<th>Proposal writing as such</th>
<th>Financial monitoring / Project accounting</th>
<th>Communications/dissemination</th>
<th>Lead partner</th>
<th>Publishing (e.g. designing publications, copy-editing, proofreading)</th>
<th>Project evaluation</th>
<th>Policy related work</th>
<th>Campaigning</th>
<th>Business uptake</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with strong expertise</td>
<td>14</td>
<td>13</td>
<td>12</td>
<td>11</td>
<td>11</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>People with some expertise/expere</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>People not interested</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>People do not have expertise but</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- [Natura2000](#) 10, 7, 0, 3
- [Biodiversity and nature conservation](#) 9, 11, 0, 0
- [Agricultural and rural development policy](#) 9, 5, 3, 3
- [Green infrastructure](#) 9, 5, 1, 5
- [Sustainable tourism](#) 8, 6, 3, 3
- [Ecosystem services](#) 6, 8, 0, 6
- [Sustainable development goals (SDGs)](#) 6, 7, 3, 4
- [Water Framework Directive](#) 3, 4, 4, 9

- most experience in the following funding mechanisms: LIFE, Interreg and EuropeAid

Membership fee:
- The majority is satisfied with the current membership fee
- 70 % of CEEweb members are satisfied with the services
New to come: members needs

CEEweb members would like to:
• lobbying, campaigning, consultancy, information, and expertise exchange
• transparent list of activities within the network
• share opportunities, joint projects
• regular communications (e.g. newsletters, social media)
• support in fundraising, proposal writing, and implementation activities
• promote members,
• joint lobbying,
• joint campaigning,
• develop courses and training programs
Actions and Timeline

Past:
• Circulated the “2019 CEEweb members’ questionnaire” among the members.
• Personalized the contact with each member organisations.
• Updated your contact details, financial balance, needs, suggestions, etc.
• Sent an official invitation including agenda of today’s meeting.
• Organized this meeting.
• Board approved the proposal.

Future:
• Upload the new Articles of Association to CEEweb’s website.
• Make the new membership fee effective.
• Renew the membership page on the CEEweb website.
• Simplify the application process with an online, updated application form.
• Introduce an easy-to-carry-out fee payment method.
• Recruit new members to cover the whole Central and Eastern European region, especially Albania, Bosnia and Herzegovina, the Czech Republic, Montenegro, Slovenia.

TODAY:
• adopt the new Membership Strategy by the General Assembly
• adopt updated Articles of Association, remove/include members
New Membership scheme:

<table>
<thead>
<tr>
<th>Service provided by the CEEweb Office</th>
<th>Basic membership</th>
<th>Professional membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>The organisation is marked as a member on CEEweb’s website, including the logo, basic information, links to the member’s website and communications channels.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contacts will be reviewed by CEEweb annually.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The organisation can participate to the Annual Meetings and Academy with a legal representative or delegate.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The organisation can initiate discussions regarding any issues relevant to the objectives and tasks of the organisation.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The organisation can take part in the decisions through active/passive voting right.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Participation in workshops, training, and other capacity building events of the network.</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Inspection of records and documents of the organisation.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly CEEweb Members Newsletter.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Joint lobbying representation, positions/statements/policy proposals.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The representative or delegate of the organisation can be elected to the Board and the Supervisory Committee.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly Policy Update.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media contents of the members shared by CEEweb.</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Receiving regular fundraising updates (e.g. call alerts); invitations to project consortiums based on available competences.</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Ad-hoc publishing services based on agreement (e.g. designing publications, copy-editing, proofreading).</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Membership fee</td>
<td>50 EUR/year</td>
<td>100 EUR/year</td>
</tr>
</tbody>
</table>
Are you in?

NOT ALL HEROES WEAR CAPES