

# Membership Strategy

CEEWEB FOR BIODIVERSITY 2020



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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:

	We have strong expertise / We can lead such work	We have some expertise/experience	We are not interested	We do not have expertise but are keen to learn and participate
Field work	14	4	0	2
Education/capacity building	13	6	1	0
Writing/leading work packages in general	12	7	0	1
Being external experts/subcontractors	11	8	0	1
Proposal writing as such	11	8	0	1
Financial monitoring / Project accounting	9	6	5	0
Communications/dissemination	10	8	1	1
Lead partner	8	10	1	1
Publishing (e.g. designing publications, copy-editing, proofreading)	8	4	3	5
Project evaluation	6	12	2	0
Policy related work	6	11	2	1
Campaigning	6	6	6	2
Business uptake	1	11	7	1

	We have strong expertise / We can lead such work	We have some expertise/experience	We are not interested	We do not have expertise but are keen to learn and participate
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
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# New Membership scheme:

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



# Are you in?

