



EUROPEAN HORIZONS
AMSTERDAM

STRATEGY

2023-24

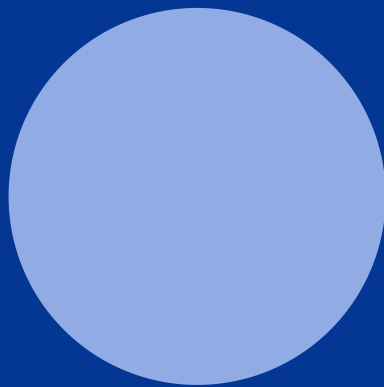




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PREFICE



I. WHO ARE WE?

European Horizons Amsterdam, established in 2017, is a prominent chapter within the global student-led policy incubator that originated at Yale University in 2015. With over 1100 members spanning more than 60 chapters worldwide, the organization's primary goal is to furnish a platform for young individuals to critically engage with the current and future dynamics of a united Europe and a robust transatlantic relationship.

Given the contemporary challenges confronting the European Union, there is an unprecedented need for the collaboration of bright young minds. Coming together is crucial to comprehend the intricacies of European and transatlantic politics, enabling informed actions in the creation of a stable and flourishing international network.

Founded by Philipp Hackel, Mirjam Schipper, and Ferdinand Zarbl, European Horizons Amsterdam stands out as one of the largest and most dynamic chapters within the global organization. Acknowledging the wealth of interesting ideas among the enthusiastic students at the University of Amsterdam, the founders identified a lack of a platform for sharing these ideas and sought to address this gap. They successfully established European Horizons Amsterdam, providing students with the opportunity to disseminate their ideas on an international scale.

Rooted in this vision, our chapter is committed to collaborating with all members this year. We aspire to further evolve as an authentic platform for youth policy innovation in Amsterdam, fostering the exchange of impactful ideas and contributing to the development of a vibrant intellectual community.



PREFICE



II. WHAT DO WE DO?

At its core, European Horizons is dedicated to advancing the mission of empowering youth to strengthen the transatlantic bond and promote a more unified Europe, foundational elements of a future characterized by democracy, equality, and freedom. Central to our approach is the cultivation of ideas. Our leadership opportunities provide members with the knowledge, experience, and confidence necessary to articulate their ideas, while our workshops, projects, and conferences serve as incubators for these concepts. A growing network of chapters, partners, and policy-makers then contributes to the enhancement of these ideas, and our publications offer a crucial platform for them to be heard.

In practical terms, this commitment translates into actively engaging and involving young people to make substantial progress in realizing a future shaped by these ideas. We achieve this through various avenues:

- **Policy:** We afford members the opportunity to write and potentially publish policy papers on topics of their choice, fostering critical and competitive dialogue over policy ideas.
- **Events:** Whether connecting our members with each other or facilitating interactions with leaders in the field, our events aim to disseminate relevant topics to a broader public.
- **Network:** We actively nurture relationships with sister chapters, fostering connections among youth across Europe and throughout the Atlantic region. Through these initiatives, European Horizons strives to be a catalyst for meaningful change and progress in line with our vision for the future.





PREFICE



II. WHAT HAVE WE BEEN WORKING ON?

Since 2017, our chapter has been actively striving to engage as many students as possible from the University of Amsterdam, the Vrije Universiteit, and Amsterdam University College in European and transatlantic discourse. This goal has been pursued through the planning and execution of diverse events and the publishing of a variety of articles and policy proposals.

Throughout the past few years, we have organized events addressing policy topics such as the rule of law, European security, climate change, and more. Notably, our annual flagship competition, the Amsterdam Policy Prize (APP), stands out among these events. In addition to these endeavors, 2022 saw the establishment of our own student academic journal, the Amsterdam Review of European Affairs (AREA). This publishing opportunity was created to provide our members with an avenue to express their academic opinions, engage with transatlantic discourses, and present policy proposals to a wider audience.

Recognizing the significance of external connections in broadening opportunities for our members, this year we have taken steps to establish collaborations between chapters and the Executive Board. For instance, we facilitated a collaborative effort by sending a joint delegation with the University of Bristol to the 2022 Policy Competition in Ghent, Belgium, laying the groundwork for future interactions and collaborations. Furthermore, we are interested in pursuing collaborations with American-based chapters of European Horizons.





BOARD STRUCTURE

1 **PRESIDENT:**
TÉA FORREST

Creating a good and productive working atmosphere and guiding the board;
Maintaining a comprehensive overview of all;
Monitoring the timelines of all events/activities;
Managing unexpected circumstances.

2 **VICE PRESIDENT:**
KLARA SCHÄFER

Acting as an ambassador of the Chapter on global EuH forums and to external third parties;
Maintaining administrative and management tasks, assisting President with comprehensive overview of Chapter;
Overseeing the finalization of the Chapter officialization process

3 **TREASURER:**
LIA JACKSON

Overseeing the financial administration of the Chapter;
Making the budget plan for the year with committees;
Keeping up-to-date records of transactions taking place;
Maintaining financial stability of the Chapter as a non-profit
Aiming to end year with neither deficit nor excessive surplus;
Making sure that the Board understands and complies with its financial obligations and mechanisms.

4 **RESEARCH & PUBLICATIONS DIRECTOR:**
DANIEL SPITKOVSKYI

Overseeing publication of works for annual AREA journal;
Ensuring smooth process of monthly short paper publications;
Fostering bonds and collaboration between/within R&P committees
Adopting any additional editing/ writing responsibilities as needed
Encouraging/initiating innovations and new projects in the publication process.

5 **EVENTS DIRECTOR:**
KAROL MARYNOWSKI

Drafting an Events Plan for each semester;
Supervising the execution of the events throughout the academic year;
Acting as a mediator between the events committees and the board.

6 **COMPETITIONS DIRECTOR:**
ELTON HÖGKLINT

Drafting a year timeline for the APP;
Heading the APP committee meetings throughout the year and supporting the members.

7 **COMMUNICATIONS DIRECTOR:**
ZOFIA CIOLEK

Managing our social media, monthly newsletter, and website;
Leading the Communications committee;
Planning and designing all promotion content.



GENERAL



I: INTERNATIONAL COOPERATION & OPEN DISCUSSIONS

At the core of our overarching vision lies a resolute commitment to the reinforcement of international cooperation. We remain dedicated to fostering strong partnerships with sister chapters and similar organizations globally; this includes national and international student associations alongside non-governmental organizations (NGOs) and nonprofit entities. Our objective is to build upon existing transatlantic rapport and expand discourse surrounding pivotal global matters; we intend to execute this through advocating collaborative ventures and providing a platform for dialogues on pressing topics, including ongoing conflicts and political change. In so doing, we aspire to contribute substantially to our collective understanding of critical international challenges.

II: INCREASING GROWTH OPPORTUNITIES

In the context of our organizational initiatives for the current year, a significant emphasis will be placed on cultivating growth opportunities, which are to be extended to our general members and the members of our various committees. Central to this endeavor is a commitment to advancing leadership development. Furthermore, we intend to directly support committee members in developing communication, event planning, financial management, and organizational skills through their work on behalf of the chapter. We further aspire to assist our general members in developing the requisite skills and the self-assuredness to proficiently articulate their ideas and viewpoints. By doing so, we aim to enable students to make meaningful contributions to transatlantic policy discourse and become active in global political movements.



GENERAL



III: INCREASING PRESENCE AND ENGAGEMENT

Our strategic goal is to position our organization within the dynamic context of Amsterdam with a twofold plan. The first facet of our approach revolves around enhancing our visibility and presence in the local landscape. To achieve this, we are committed to building cooperations with local institutions, a proactive step that will effectively integrate us into the broader Amsterdam community. Furthermore, we plan to engage actively in community-based initiatives, thereby underscoring our dedication to being an active participant and a responsible and contributing member of the local community.

Concomitantly, our second overarching goal is to establish our status as a pivotal hub for individuals with a keen interest in European and transatlantic affairs. To achieve this, we have identified the strategic path of collaboration with diverse student organizations as the optimal means of catalyzing our objectives. By engaging in partnerships and cooperative endeavours with these organizations, we envision the establishment of a prominent presence in Amsterdam, where we can effectively curate and facilitate discussions, events, and opportunities centred on European and transatlantic matters.



GENERAL



IV: INVESTING IN PARTNERSHIPS

Central to our vision is ensuring our organization's long-term sustainability and growth. This endeavor entails not only augmenting our member base and engagement but also securing a financial foundation that can facilitate our efforts. In this, it is critical that we invest in developing long-term relationships with our partners and sponsors. These collaborations extend beyond one-time transactions and are founded on shared values and goals. We seek to invest in these relationships by establishing trust, transparency, and mutual benefit; furthermore, consistent contact will allow us to maintain these partnerships over time. Such partnerships contribute to our financial stability and offer access to resources, knowledge, and networks that amplify our organization's capacity to offer opportunities to members and further the mission of the global European Horizons organization. In this approach, we envision a future where our organization is resilient and relevant among students interested in pressing issues in European and transatlantic politics.

European Horizons aims to foster an inclusive, diverse, and globally connected community passionate about the critical issues affecting Europe and the transatlantic community. By strengthening our local presence, expanding our global connections, and advocating for fundamental policy change, we are determined to bring about positive change in the world.



TREASURY



I: BUDGET OPTIMIZATION

For the next academic year, European Horizons Amsterdam is dedicated to using a comprehensive budget optimization strategy to use the most out of the membership fees and potential sponsors. From assessing expenditures from previous years, we can accurately prioritize where to allocate funds to maximize the impact of every euro spent. This can be extended to cost-saving measures such as acquiring more sponsors and planning events in a timely manner. The board treasurer will be responsible for the financial aspects of the organization but increased communication between all committees is fundamental for optimizing the financial plan.

II: LONG-TERM FINANCIAL PLANNING

A fundamental feature for optimizing our budget is to incorporate long-term financial planning into the organization. From this year, as we are finally officialized, we will open a business account for the organization. Moreover, creating a reserve fund for the organization will help mitigate potential budget shortages. Finally, succession planning will allow future boards to have some funds to start with and hopefully a database of returning sponsors.

III: STRONGER RELATIONSHIPS WITH SPONSORS

European Horizons Amsterdam is dedicated to cultivating stronger relationships with potential sponsors and ensuring returning sponsors for the upcoming years. Sponsors have the ability to play a pivotal role in the development of the Chapter whether they be corporate or non-profits. This involves tailoring sponsorship packages, transparent communication of funds, and a focus on building mutually beneficial relationships. The organization aims to build long-lasting connections with sponsors which go beyond financial support.



RESEARCH & PUBLICATIONS

I: CHAPTER & ORGANIZATION

1

LONG PAPER
COMMITTEE

2

SHORT PAPER
COMMITTEE

3

TANI
COMMITTEE

I: RIGOR OF RESEARCH

This year, we have slight restructuring in the Research & Publications (R&P) portfolio of Europeans Horizons as part of an attempt to upkeep the high-quality publications and foster a collaborative spirit among its researchers and editors. The portfolio is now organized into three committees: the Long Paper (LP) committee, the Short Paper (SP) committee, and the TANI (Transatlantic News Initiative) committee. The fundamental goal of the Research and Publications branch is to stimulate and publish student work on European and transatlantic political issues from both the academic and media frontiers.



RESEARCH & PUBLICATIONS



II: THE SHORT PAPER COMMITTEE

This committee is charged with publishing short (600-1,200 word) papers by a list of rotating student authors every month. The papers published are analytical pieces on political issues published consistently every month. Monthly short paper publications will be posted on our website, promoted on social media, and potentially printed in a flyer that will be distributed. These papers aim to give all European Horizons members a chance to produce academic work for the chapter. Each month will feature a different broad theme, which will guide the topic of the short papers. This committee will be overseen by an Editor-in-Chief, who must organize and collaborate with the Managing Editors. The Managing Editors will work with individuals interested in publishing a piece during the given month and essentially guide them through the process as well as edit their final work.

III: THE LONG PAPER COMMITTEE

This committee is responsible for working on long (1,750-5,000 word) papers over the course of two 2-month periods that will be geared to enter our annual student academic journal, Amsterdam Review of European Affairs (AREA). The long papers are a hybrid of academic and policy papers, where policy context is necessary to better understand the issue at hand. Like the SP committee, the LP committee will be overseen by an Editor-in-Chief, who must organize and collaborate with the Managing Editors. The Managing Editors will work with writers within European Horizons Amsterdam who aim to be published in the AREA journal. These Editors will enforce deadlines, give feedback, and edit the final work of writers.



RESEARCH & PUBLICATIONS



IV: STRUCTURE

In the last year, the R&P portfolio had a very similar structure to this year's and allowed us to improve the quality of our output considerably. However, given that the structure was relatively new, there were a few things we wanted to adjust. Firstly, the Long Papers used to be written in a single 5-month period, which caused people to miss the deadlines and do their work "last minute". Therefore, by dividing the process into two periods, we strive to increase the number of papers produced and tighten the deadlines so that people are more inclined to complete their work on time. Moreover, the role of the TANI committee, created in the middle of the last academic year, was undefined, so we aim to refine the concept behind our media project and work towards creating impactful video content on a local scale. In addition to increased deadline management by the Managing Editors, we hope this will encourage timely, higher-quality publications this coming academic year.



EVENTS



I: GENERAL MISSION

Organizing events is one of the essential tasks of the Amsterdam Chapter of European Horizons. Not only do events help with the organization's recognition, but they also provide an excellent opportunity for the members (and interested students) to develop essential career skills, expand their knowledge, and bond with their colleagues. The three committees responsible for implementing these events thus focus on broadening students' academic, professional, and social horizons.

II: ACADEMIC

The External Events Committee organizes the most extensive events throughout the organization, which are also open to audiences outside of European Horizons. These events are strictly academic and serve two primary roles. First, the External Events cover topics of European politics, economics, and transatlantic cooperation. Thus, these events provide an additional opportunity to develop and expand one's knowledge beyond university classes with the support of speakers who specialize in the selected issues. Secondly, external events are the hallmark of the Amsterdam Chapter of European Horizons. At these events, observers unfamiliar with the organization have the opportunity to learn about the vision of transatlantic cooperation discussed by us. Examples of the events are: "EU-China Relations" and "Energy Security" panel discussions. External Events are planned to be organized once per month. However, considering those events are particularly vulnerable to the influence of external factors, this schedule might be altered.



EVENTS



III: PROFESSIONAL

The Internal Events Committee focuses on events exclusive to members of the Amsterdam Chapter of European Horizons. As a result, membership in the organization provides students with additional benefits and helps them build the suitable set of skills needed for their careers. These events generally involve workshops focusing on a specific qualification or a topic. An example of such an event is the "strategic campaign communication" workshop. Internal events are planned to be conducted once per month.

IV: SOCIAL

The Social Events Committee focuses on delivering events to create a more cohesive and integrated community of members in European Horizons Amsterdam. Therefore, the social events are unique for not being academic. Examples of social events are boat parties, pub quizzes, and borrels. The social events are planned to be organized once per month. However, smaller social events can also be arranged after academic events organized by the other two committees.

V: TOPICS OF EVENTS

This year, the committees and the board adopted a different strategy for developing the events' topics to increase the members' impact on the events conducted. Themes and ideas for every committee will be proposed during the first General Assembly. Consecutively, committees choose which ideas are feasible to implement, and after thorough consideration, some of the members' visions will be executed. Thus, it is impossible to provide a detailed plan for the events now as the members' voices must be considered first.



COMPETITIONS



I: BACKGROUND & CONCEPT

The Amsterdam Policy Prize (APP) is our chapter's annual policy competition and flagship event. First organized in 2021, the APP aims to bring together students to draft policy proposals about a specific socio-political case study. In previous years, the participants have tackled case studies relating to doughnut economics, sustainable tourism, and disinformation in the digital age. We always strive to make the topic highly interdisciplinary to allow students with various backgrounds and interests to participate meaningfully and approach the case study in unique and innovative ways.

II: AMSTERDAM POLICY PRIZE 2024 OVERVIEW

Following the pattern of the previous year, the APP will be held throughout the month of April, with an Opening Event at the start of the month and the APP Weekend at the end. The case study will be announced during the Opening Event, but broad teasers about the nature of the overarching topic may be published leading up to the event so as to raise interest in the APP. After the Opening Event, the competing teams will have around a month until the APP Weekend to submit their policy proposal. While participating teams will still give a short presentation during the APP Weekend, this year, they will be held at the very start of it so as to increase engagement with the rest of the Weekend's activities, such as guest lectures, workshops, panel discussions, and social events. The proposals and presentations will then be evaluated and ranked by a group of judges with expertise on the case study in question, and the best-performing teams will be issued awards and prizes. However, regardless of ranking, every team will receive feedback on their proposal to help them with future policy work.



COMPETITIONS



III: AMSTERDAM POLICY PRIZE 2024 GOALS

Last year, there was an ambition to make the APP international; however, this was not possible due to issues and delays in securing funding. The 2024 APP committee seeks to deliver on the ambition to make APP international by getting ahead on funding and sponsorships and taking advantage of unique opportunities for global marketing. Regarding getting ahead on funding, we already decided on the case study and tracks early to allow us to begin sending out requests for funding and sponsorships immediately. If all goes as it should, we should have secured funding in advance and be working with a larger budget for this year's APP. With regard to unique international marketing opportunities, this year, European Horizons Global is holding the Transatlantic Leaders Fellowship Programme, which gives an excellent platform to promote the APP. By being able to market APP through the Transatlantic Fellowship Programme, we get access to the eyes and ears of some of the most engaged European Horizons members from chapters around the Transatlantic region. As such, we will hopefully see a high degree of international engagement this year. We will also strive to market the APP to other student associations so as to raise awareness about European Horizons and to provide an exciting introduction for potential new members. The marketing to student associations will be limited to Amsterdam student associations, as we wish to relegate our international marketing efforts to European Horizons chapters for this year while we trial internationalization. However, this is an avenue that future Competition Directors can explore to further grow APP internationally.



COMPETITIONS



III: AMSTERDAM POLICY PRIZE 2024 GOALS CTD.

We will also need to make some changes to how APP will be held in order to adjust for international engagement. This includes making the Opening Event hybrid, so international participants don't need to travel to Amsterdam twice to participate in the APP. However, the APP Weekend will still be in person and mandatory. Given that international participants will need to travel to and stay in Amsterdam for at least a few days during the APP Weekend, we will strive towards finding some room in the hopefully enlarged budget to subsidize some of these costs. With this strategy, APP 2024 will contribute to every European Horizons Amsterdam Year Goal in some capacity. Internationalization will be furthered through attracting participation by European Horizons members from sister chapters. Increasing engagement at Amsterdam academic institutions will be furthered through targeted marketing towards Amsterdam student associations. Increasing growth opportunities for members will be furthered through the experience acquisition, skill development, and networking opportunities that the APP provides. Integrating the European Horizons Amsterdam community will be accomplished through a high degree of internal marketing and participation. Investing in stronger partner relationships will be furthered with our deepened focus on acquiring sponsors that will hopefully build relations that will last across future European Horizons Amsterdam boards.

Goals: This year, the communication within European Horizons Amsterdam will centre on creating a more consistent online presence throughout all its social media platforms, as well as, towards the second semester, looking into expanding the type of content it disseminates. This includes creating a more video-based presence in the social media sphere, better adapting its content towards the users on these platforms and being more consistent with considering and reflecting on website analytics. Furthermore, it will continue to ensure that European Horizon Amsterdam's online presence closely aligns with the guidelines presented by the global organizational headquarters.



COMMUNICATIONS

PLATFORM	USES
Instagram	Posting content frequently, on a large scale through a medium owned by most members
LinkedIn	Serves as a more formal promotional medium, important for sponsorship visibility
Official Website	“Business card” and face of the chapter, all relevant information to be found here
Whatsapp	For sharing content with relevant “groups” in the student body and directly communicating with members through member group

I: PLATFORMS AND USES

The committee will continue their promotional activity on its current platforms: Instagram, LinkedIn, the official European Horizons Amsterdam website, and WhatsApp. Each platform will continue to serve the function it has served beforehand; however, the format of the content posted will undergo some changes.

Firstly, Instagram content will largely remain the same in its general premise and look. However, the new addition of video promotion (from the second semester onwards) will be implemented, focusing on creating more dynamic content adhering to the tastes of contemporary Instagram audiences.



COMMUNICATIONS

I: PLATFORMS AND USES CTD.

LinkedIn will serve a similar purpose, being the more formal promotional medium. This year, it will be made a priority that LinkedIn will see more activity in tandem with the other social platforms in use, and with more specialized professional language addressing the more professional-minded audience.

Furthermore, the official website will serve as another formal platform for the chapter, serving as a "business card" and face for the chapter. The priorities for this platform will include creating a coherent layout of the website and updating it in the most appropriate timeframe when additions must be done.

Lastly, as previously done for the chapter, WhatsApp will serve as the informal promotional platform for sharing promotional material with relevant groups within the student body. Here, the committee will focus on creating more succinct and eye-catching messages.

II: STRUCTURE

The structure of the committee has been drastically changed in comparison to previous years, mainly due to the efficiency factor in the new position structure. The changes include the Communications Director hiring three Liaisons for the following committees: Research and Publications, Events, and Competitions. For each of these committees, the Liaison will focus on finding out during their respective committee's meetings what promotional material is needed and for when, and will then decide on an appropriate timeline and communicate this with the Graphic Designer. Overall, the structure of this year's committee will aim to be quick and efficient and will attempt to mitigate the possibility of miscommunication within and between the committees.



POSTFACE



CONCLUSION

European Horizons Amsterdam aims to further the mission that ties all Chapters and members in the global organization together - fostering a stronger transatlantic bond and a more united Europe. Forging connections between members here at home and extending our voice in and beyond Amsterdam can offer us the opportunity to deliver higher-quality events and policy output. Building upon the successes and learning from the limitations of previous administrations, we aim to create a smoother operating organization, ensuring that it continues to be financially sustainable and that we can effectively communicate our outputs to our membership and wider audiences. Through this, we can leave a solid foundation for our successors and hopefully have our chapter serve as an example of youth policy innovation at work.





EUROPEAN HORIZONS
AMSTERDAM

CONTACT US

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