

General Assembly 2004 at ZEGG Working Group on Strategy.

For increased effectiveness we split up in four working groups: One each on „Strategy“, „full scale EV's in each country“, „outreach“ and a francophone group.

The WG on „Strategy“ asks the council to work on the Mission Statement in order to:

- _ simplify, update and focus it
- _ separate elements of strategy and mission (goals)
- _ develop an action plan

and thinks that GEN needs:

- _ a definition of what is an EV for the mainstream,
- _ needs a system of indicators for the EV's to evaluate and self analyse their status quo (the goal is to create a planning tool for EV's and to strengthen the own identity of EV's and to increase the internal sustainability)
- _ and needs a revision of the membership criteria (whom do we want to include?)

The WG on „full scale EV's in each country“ asked GEN to sponsor exchange between EV's (personal – expertise – skills). The EV-training initiative was very welcomed for both EV-members and EV-aspirants. Nevertheless the financial support should not only go towards the EV-training but also to EV-experience. GEN should help cover travel costs of experts to support EV initiatives.

The WG on „Outreach“ wants GEN to:

- _ focus on economics – skills – networking
- _ help EV's to strengthen/find/clarify the

and had the question about the Mission, whether GEN Europe should: promote EV's or Eco-societies and urban projects?

The council was asked to clarify whom GEN wants to reach out to and network with similar organizations (sustainability, culture ...).

The francophone group talked about:

how GEN could support initiatives? by:

- _ identifying experts on the webpage
- _ support legislation for EV's
- _ giving more information on the webpage about not only what works in EV's but also what does or did not working
- _ clarifying membership benefits
- _ creating the indicator model
- _ supporting institutional fundraising efforts for initiatives by more information on webpage

(There was an idea that GEN should make a conscious effort for an alternative to neoliberal globalization. EV's as a means towards the greater end -> Localization!)