



**Global Campus Alumni (GCA) Event
Brussels, EC Commission
Friday 16 May 2014**

- Minutes -

1. Opening speeches

• **Lydia Malmedie (E.MAlumni Association Presidency)**

Lydia welcomed all participants and those following the livestream. She introduced herself as the current E.MAlumni Vice President and was also a Board member during the previous legislature. She mentioned that Cristiano Gianolla, E.MAlumni President unfortunately can only join in the afternoon.

Lydia thanked those people who have made the GCA event possible, namely EIUC Secretary-General Prof. Benoit-Rohmer and the team on the Venice Lido for the logistical and financial support; the European Commission for creating and sustaining the Master Programmes without which none of the Alumni would be here today, and also for hosting the event in these premises (a special thank you to George Dura and Vaidas); the E.MAlumni Board and the Representatives of the other five Global Campus Alumni Associations who have travelled from Africa, Asia, Eastern and South-East Europe, and Latin America to attend the event.

Lydia then introduced the programme of the day, which included a presentation of the Global Campus Alumni projects, a Working Group session to brainstorm about the future, a Panel discussion about the Human Rights based approach, and the Speed Mentoring session in the afternoon.

Lydia wished everyone a successful GCA event.

• **Prof. Hoorst Fischer (EIUC President)**

Prof. Fischer thanked the EU Commission, the EU Parliament, the European External Action Service (EEAS) for supporting the EIUC now and in the future. He referred to the Global Campus and the Global Campus Alumni as a “global enterprise” stretching onto 5 continents, a network that “does not exist anywhere else” and is bond by a common spirit and common objectives.

Prof. Fischer said the Alumni represent the past, the present and the future. It's the Alumni's task to keep alive the knowledge of what they have learned in the past in their Master programme, and to transport and transform it into their present work. As per the future - made possible by the support of the EC and the EEAS - it is important that the Alumni bring the curricula back to the classroom, with new visions, ambitions, activities and ideas - Prof. Fischer is open to the Alumni's proposal on how to do it in practice. The Global Campus Alumni is part of this experience and GCA must foster cohesion among continents.

Corinna Greco, E.MAlumni Board Member and (former) EIUC Communication Officer, was invited to join Prof. Fischer on stage and was greeted with flowers and a cascade of praizings for her comittment to the E.MA programme and the EIUC. Prof. Fischer thanked Corinna for her service, wished her the best for her future undertakings and ensured her that “we will miss you”. Corinna thanked Prof. Fischer and recalled her path from her first step in the E.MA programme up until the present day, a path she is very proud of.

- **Jean-Louis Ville (EC Commission, DEVCO - Head of the Democracy, Gender and Human rights division)**

Mr Ville said the EC has pushed very much to have an global network/Global Campus that fosters integration in the field of human rights and counters fragmentation. He also explained the new legal basis / regulation for the funding to EIUC and the GC that has just been approved by the EU Commission in March. Following negotiations with all member states, the period 2014-20 for EIUC has now been financially secured.

Mr Ville talked about the human rights-based approach as a “major shift in the EU environment”. A toolkit has been produced toolkit is being produced for implementing the new methodology and/or innovating the existing methodology. The European Union - Mr Ville said - is not the first stakeholder that undertakes this step. Some countries and other institutions have already taken it, while some other still have to express their position on this. The very process of getting the EU to make that step has been an interesting and intensive common effort, said Mr Ville, and now it is time to start convincing the people and the EU officials themselves in the various developing countries that this approach has to be now translated in reality.

2. Celebrating the IDAHOT Day

Lydia Malmedie stressed that the following day - 17 May - would be the International Day Against Homophobia and Transphobia (IDAHOT) which would be marked by the Global Campus Alumni (GCA) in form of a joint statement.

3. Overview of Global Campus Alumni (GCA) Associations

GCA South Africa (University of Pretoria) / Presented by Romola Adeola

- The Association and the Master Programme are 10 years old.
- The global number of Alumni to date is: 401 student representing 38 African countries + the USA.
- The structure of the Alumni association includes:
 - An Alumni Coordinator responsible to ensure the smooth running of the association at the regional level.
 - An Alumni Coordinating Committee (6 members representing Africa’s geographical regions – Eastern-central, North Africa, South Africa, and one for the Alumni diaspora) responsible for initiating and following the implementation of programmes/projects at the regional level.
 - A General Assembly: the highest decision-making body of the Association.
- The Association’s strategy is twofold: at the global level the Association wants to cooperate more with the GCA, while at the national level the attention will be focused on strengthening the national chapter.

GCA - South-East Europe (University of Sarajevo) / Presented by Anes Makul, Director of ACIPS

- The Association Alumni of the Center for Interdisciplinary Postgraduate Studies (ACIPS) was established 11 years ago, in 2003.
- It includes over 200 members now over a total number of 680 graduates.
- ACIPS is an Alumni association as well as a Think Tank: it gathers and galvanises the intellectual and leadership potential of the Master’s degree holders. The members of ACIPS are active both in the civil society as well as in a variety of governmental, non-governmental and international organizations in Bosnia and Herzegovina and the wider region.
- ACIPS areas include: research, public awareness and debates about crucial societal, including policy and rights issues, election monitoring and others.
- The Structure includes a President, a Steering board, and a General Assembly.

GCA - Asia-Pacific (University of Sydney) / Presented by Niaz Ahmed

- **The Master Program:**
 - Started in 2010, the 5th cohort started in July 2013.
 - Includes students from approx 30 countries.
 - Scholarships students are usually from Asia and the Pacific, while fee-paying students come from Australia, Europe, the USA and other parts of the world.
 - The lead institution is the University of Sydney, Australia and partner Universities are based in Thailand, Indonesia, the Philippines, Nepal and Sri Lanka.
 - Alumni graduated from the programme are working across the region in national and international organisations, movements, UN bodies and state institutions.
- **The Alumni Association:**
 - Started informally in 2012.
 - Its first ever General Assembly was held in Bangkok in May 2014 (this month!): The Constitution and the future programs were adopted, while Board Elections will be held by end of June 2014 for the election of 7 Board Members.
 - The collaboration with GCA started since the beginning. The association participated in the Mentoring program, in the

- Launch of GCA Event in 2013 and other activities.
- Among the current activities are: Human rights day events carried out by the Alumni (for which a grant is foreseen to start next year); a common newsletter that is published regularly (The last issue was in distribution in the room); attendance by the Alumni representative to the start of the 4th Cohort in Sydney.
- The future plans and activities include: The building of the website, the development of common project within and in cooperation with the GCA community.

GCA - Eastern partnership (Yerevan State University) / Presented by Anastasiia Mikhailova

- The Master Programme started officially in 2011.
- The Lead institution is the University of Yerevan and partner Universities include: Belarus, Ukraine and Moldova.
- Students come from the Caucasus, Eastern Europe and the Central Asian Republics.
- 52 Alumni are members this year.
- The Association is still young and is currently doing its best at keeping track of its members, their professional occupations, sharing professional opportunities, organising conferences and keeping everyone connected to the network.

GCA - Latin America and the Caribbean (University of San Martin, Buenos Aires) / Presented by Ricardo José Miranda Rivero

- The Alumni Association developed quite recently from a group of graduates.
- Students and Alumni come from various Latin American countries as well as from other countries especially in Europe, so they create a diverse landscape.
- The Alumni association is currently developing and marking its route map for a real institutional expansion: the adoption of the Statute, the registration and its development in parallel and within the GCA are some examples.

GCA - Europe: E.MAlumni Association (EIUC) / Presented by Corinna Greco

- The Association is legally based in Lido, Venice.
- The E.MAlumni are currently almost 1400 members.
- The current Alumni geographical distribution is tracked on the World Map available on the E.MAlumni website.
- The E.MAluni association has a Statute, a Website, and carries out a series of projects in cooperation with the EIUC.
- Its Board is currently composed by 9 members with a 2-year mandate and the new elections are scheduled to take place in June this year.
- Its General Assembly is held every year and the next one is going to take place on the following day (17 May).

4. Global Campus Alumni (GCA): From the beginning until today

- The GCA started off in 2012 as a virtual office space: regular Skype conversation among a small group of representatives and across different time zones was the routine of an hectic and exciting start.
- The current GCA logo was adopted upon proposal of Niaz from the Asia-Pacific Programme.
- The current joint activities are related to: (a) Common institutional development (for ex.the exchange of Statutes among the 6 associations); (b) Common information sharing (for ex. the upcoming GCA newsletter); (c) Alumni interaction across the globe (like the recent connection between an E.MAlumni who just moved to Rwanda with the African Alumni with the help of the GCA Africa association); (d) Common career programmes (like the well-known GCA “Mentoring Programme”); (e) Participation to common debates and learning events (like the participation of GCA Alumni in the Global Classroom in Venice - *ongoing at the time of the event*).
- GCA Mentoring Programme in focus:
 - The Programme is 2 years old since it started in 2012.
 - In its first edition, applications from 24 members were received, which resulted in 12 different one-to-one Mentor/Mentee couples. In its latest edition in 2013, over 100 applications were received from the 6 GCA Associations with a total number of 35 matches (=70 people were able to connect and enjoy the programme). This represents an increase of over 300% from the first edition/cohorte)
 - What are its impacts? The Mentoring Programme has multi-sided strong impacts, both on the person level (professional development) and on the institutional level (i.e. how well the Alumni are doing speaks of the quality of the Master Programmes; so it gives visibility to our Master Programmes).
 - Why is this programme a good idea? It builds on the potential of individuals, and it boosts the capacity of both the Mentors and the Mentees. All participants receive a certificate, have the opportunity to follow an online course, and the relations with their counterpart will last also after the programme ends.
 - The Association is currently trying to involve more and more external Mentors, in order to bring experience and expertise from the outside as well.

- *How to apply: contact the E.MA Alumni Association or wait to hear from Laura, Executive Officer, over the coming weeks.*

Questions and Comments from the Audience:

- Patricia Bocchi, EEAS

The EU has always tried to give priority to graduates from the E.MA programme, for example through the 5-months internship programme in the EU Commission, the Contract agent opportunity, or via permanent jobs advertised to the network. All GCA Associations should advertise these opportunities in their networks too.

- Raphaël Fišera, E.MA Alumni

Raphaël asked GCA Representatives how they are involved by their own respective Master Programmes in the strategic decisions.

> Romola (GCA Africa) replied that in the Africa Programme the Alumni Association help the master programme to be successful: individual Alumni can be contacted by the Centre for Human Rights of the University of Pretoria to help on the course development or get in contact with other institutions/graduates; some Alumni lecture in the very Programme too.

> Niaz (GCA - Asia & Pacific) replied that their Association does not yet have a direct say in the strategic decisions of the Programme but they hear their recommendations during the selection of the students' applications. Alumni also sometimes teach in Sidney and coordinate the internships programme.

> Anastasiia (GCA - Easter Partnership) explained that their Alumni participate in the students' applications evaluation process - for now at an informal level.

> Anes (GCA - South-East Europe) explained that ACIPS has currently no official voting right in the selection process of students.

5. The future of the GCA – Working Groups Discussion

Three Working Groups were formed and discussed for about one hour about the possible ways forward for the development of the GCA network.

Group 1 - How can the INTERNAL relations and structure of the GCA develop?

Recommendations

- Structure: GCA should keep an informal and flexible internal structure until each organization reaches the same 'development' level as the other ones. Strengthening the common & homogenising are the first steps towards a more sustainable integrated GCA strategy.
- Common tools: they should be developed ASAP. They include a common database, a common umbrella website assembling individual websites with a similar structure, a common newsletter etc.
- Common positioning towards the Master Programmes: The consultative status of the Alumni Associations should be maintained while a higher degree of decision/recognition should be pushed for by each Association.
- Future strategy: The GCA strategy for the next 6 years (2014 – 2020) should be looking at the steps GCA should take to turn into a "Brand".

Group 2 - In what ways can the EXTERNAL relations of the GCA develop?

Recommendations

- Relations with the Alumni community: The GCA network and each Association must build a strong membership level & provide a forum for personal and professional development through continuous education, training opportunities etc. Mobilisation begins with staying in touch.
- Relations at the regional/global level: each association should create linkages across the other Alumni associations, agree on common objectives, share strategies and know-how & create visibility for the "GCA brand".
- Relations with the respective Programmes: each Alumni Association should maintain contacts with each Association and achieve the status of advisory body in the recruitment of student candidates. By maintain the high quality of what

- we do as individual professionals, we also strengthen the programme's quality.
- Relations with the Rest of the world: We are ambassadors of our Programmes wherever we are.

Group 3 - How can the GCA promote Human rights in the future?

Recommendations

- Knowledge sharing: The GCA should provide academic info on different topics (thematic groups) and encourage a peer review mechanism (like for the sharing thesis).
- HR monitoring and debating: he GCA should identify regional HR concerns and create lead groups in various geographical area as focal points and elaborate common positionings on different thematics.
- Using our uniqueness: The GCA could develop, over time, into a "consultancy" platform providing thematic/first hand data/expert advice to Government bodies interested in receive concrete policy-oriented advice/inputs.

6. Rights-Based Approach: Panel discussion

Chair: Sophie Mirgaux

Panel members: Julita Bas (DEVCO), Luigia Di Gisi (DEVCO Gender and Human Rights Unit), Nele Meyer (Amnesty International European Institutions Office), Niaz (GCA - Asia-Pacific), Ricardo (GCA - Latin America & the Caribbean)

- Chair: Sophie Mirgaux started by pointing out that when entering the job market, fresh graduates tend to think that Human rights (HR) will be found everywhere, but frequently find a more practical approach with other colleagues at work, until the "human rights based approach" is brought back into the agenda. She presented the panel, which has different perspectives on this issue, including EU, civil society and GCA representatives.

- Julita Bas, DEVCO

Before the HR strategy, in teh EU institutions, there was an 'Agenda for Change': according to which HR and Democracy were considered together with Sustainable Development. These were the pillars which the EU should focus their action on. The new strategic framework demands that HR is reflected in every single action of the EU.

The development of the rights-based approach package had to be done in a consistent manner with all member states on board.

There is now in place an operational toolbox to all EU Delegations useful, for instance, to assess if each sector respects the HR-based approach. All instruments and guidance documents are public and will become Council Conclusions as from the 19 May.

- Luigia Di Gisi, DEVCO Governance, Democracy, Gender and Human Rights Unit

The EU toolbox is a long process started in 2013, with several rounds of consultations with the EEAS, the civil society (especially the one based in Brussels), and other relevant stakeholders etc. The toolbox highlights the methodology that allows the EU staff to integrate and implement HR in each step of project management. It also considers HR as both a goal and a mean of EU development cooperation – i.e. achieving the fulfilment of rights through integration of HR rights and principles.

The first part of the Toolbox includes the core concept of the rights based approach (reason for rights based approach instead of HR based approach – is to make it as comprehensible as possible, to include controversial rights such as reproduction, or intellectual property)

The Core part provides clear instructions on how to implement the EU tool: checklist with all types of rights to be used by all EU staff in order to integrate HR in each step of project management – identification/formulation, implementation, monitoring, etc.

The last part includes a plan for the coming two years, and adapts different forms of implementation in order to progressively integrate the rights based approach.

Council Conclusion foresees the implementation of the toolbox in 2015.

- Nele Meyer, Amnesty International European Institutions Office

There will be a shift in the way development cooperation will be carried out from "beneficiaries and donors" to "rights holders and duty bearers". Minimum core of HR should be used to prioritise donations. Right now, beneficiaries do not have a lot of participation rights, which would change if they would be seen as "rights holders". Beneficiaries should be able to find the donor accountable in case the funds are not being properly employed. Overall HR policy in the EU: changes in how ESCR are seen and implemented, and policy in regards HR defenders in the sense of civil society organisations that fulfil important tasks instead of the State (health, education, etc) but that are not recognised as such.

- GCA Representatives

Niaz, GCA Asia-Pacific – In the region, there is a lag behind in implementing several HR treaties which is sometimes not intentional. His organisation works together with decision makers and identifies which areas are not in line with HR standards.

Currently there is a plan implementing electoral participation in Pakistan. His organisation enters into contact with the Electoral Commission and sees how the plan can be implemented, bringing technical assistance, for ex. Systematically, they have followed-up on each and every recommendation made to Pakistan and then started work on their own recommendations. They also conduct many interviews on where Pakistan is when implementing its HR obligations.

Ricardo, GCA Latin-America – Latin American approach and experience has been widely possible mainly because monitoring bodies have been flexible given the diverse composition in Latin America, recognising the positive value of diversity, the universal principle of being equal, which has been a successful model in Latin America.

Questions & Answers

- How to make sure HR are not being ignored?

Julita Bas – big challenge, in particular regarding implementation. Need to change the mentality of work colleagues. Which is the best tool? Not here to compete with other services, but all should be done in the same line, a comprehensive approach in EU policies. They need practical tips and civil society would be in a better position to give this advice. The toolkit package already uses the language “HR holders” and “duty bearers”.

Luigia di Gisi – Start from step one to change mentalities (reason why the EU tool is not compulsory). HR based approach to development is a look from one side of the HR world.

- Julia: Are there efforts to put the HRBA in negotiations?

Julita Bas: EU negotiates having these instruments as basis, part of the external package.

- Julia: How and when will the HRBA will be implemented in Enlargement?

Luigia di Gisi: Toolbox needs to be implemented in all countries. We need to change the mentality and to train all colleagues and to explain how to integrate HR. Idea is to start in 2015 and have a full assessment in 2016.

- Ram: EMA experiences in the field – in the name of development and HR more victims have been produced, poverty is widening, and it is not going well. As a local practitioner, this should be based on people's needs in the ground, but a local people always feel they are not participating.

Luigia: end-users are beneficiaries of the project (need-based approach became rights-based approach). Understanding the situation on the ground and the needs is the starting point.

Julita: big problem regarding the comprehensive approach to development. The HR dialogue puts more and more the finalisation of social projects in the agenda, also regarding projects that can be questioned from an environmental perspective.

- Augustin: from the UN perspective, HRBA is largely regarding capacity-building both for rights holders and duty bearers. The EU is starting with building the capacity of their own officials, but cannot forget the capacity building of the rights holders for the project to work.

Julita: this is a very important issue, from the EU perspective this is implemented by colleagues in Delegations who also train end-users, but now with the package they are overwhelmed. But it is feasible.

- Alice: one of the big criticisms on the MDG was that the HRBA was not sufficiently integrated, leading to discrimination. But if the focus is minority groups, the overall development would be less.

Nele: if you argue economically yes, probably less progress, but this is no longer the approach as it did not work. In terms of HR, if you assess the result against the minimum core, then the result is positive.

- *Question from Online community:* Mariam: A major group of donors have agreed to apply HRBD in Peru – does it apply to other countries in Latin America?

Ricardo: it is a positive experience and has been applied in other countries but it is not standard yet.

- Georgios: In spite of all these years of development aid, inequality has increased. How does this toolbox mitigate this? Does the EU also hear the other side?

Luigia: the idea to consult systematically local civil society organisation and local population is the core of everything. This consultation has been systematised in the toolkit, in the entire project cycle management from the project design until evaluation.

7. The Global Campus: an overview

Global Campus activities - Valentina Abita, GC Senior Project Manager

- Special framework of cooperation between 6 different regional masters covering different parts of the world, keeping alive the connection between the current and future human rights defenders and extend this cooperation to other actors to possibly feed the policy process and to achieve progress in HR policies.
- Valentina has just left the Global Classroom on “UPR”, where outstanding presentations were made and important issues were put into the debate, highlighting different regional perspectives. In the opening session, there is the possibility to hear from experts, professors and students, and the result from the discussions.
- This is very connected with the Global research project which will feed and be fed by the global classroom.
- The GC internship programme tries to foster exchange between students and professors.
- The issue of an online master’s in HRD has been put on the table and is part of the next project cycle.

8. Speed Mentoring

Laura introduced the one-hour Career Speed Mentoring exercise, whereby the participants engage in a one-to-one exchange of experiences & advice on career development.

The exercise between Mentees and Mentors in the hall intends to be small scale example of what the real “GCA Mentoring Programme” - starting in a few weeks - is.

9. Wrap-up & Closing remarks

- Lydia recapped all panellists in the morning and afternoon sessions.
- Lydia again reminded the symbolic celebration of IDAHOT, which will again be celebrated on the following day, by expanding a poster which people added comments on over the course of the day
- Lydia concluded by remarking how well integrated the different Masters’ GCA Alumni Associations are after only one year (!). The common GCA programme - the Mentoring programme - is a good example of this cooperation and integration.
- She also praised the excellent panel on the HRBA and the report from the GC Senior Project Manager.
- She thanked the EU Commission colleagues, that made this event possible, the Alumni from the different regional masters present in the session and also those participants who have followed the event via the livestream and the social media.
- She finalised by encouraging everyone to stay connected.

Group picture

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**E.MAlumni General Assembly
Brussels, Free University of Brussels (ULB)
Saturday 17 May 2014**

- Minutes -

1. Welcome speeches

- Welcome by EMalumni Association President Cristiano Gianolla
Cristiano acknowledged the departure of EIUC staff and E.MAlumni Association Board Member Corinna Greco and thanked her for the strenuous efforts and contribution.
- Welcome by Professor Florence Benoît-Rohmer
Prof Benoît-Rohmer is glad to be present on this important event and she wishes that the cooperation between EIUC and the E.Malumni Association continues to be a positive one and that a “simplification” process starts so to make things easier in the future.
- Welcome by venue host Professor Guy Hascheer, Free University of Brussels (ULB)
Professor Hascheer congratulated the E.MAlumni association for the organisation of the event and wished everyone a successful meeting; He also reminded the importance of meeting in the name of democracy, one week before European Elections which in Belgium coincide with National and Local elections as well.

2. From Board 1.0 to Board 2.0, moving on to Board 3.0

- The E.MAlumni President, Cristiano Gianolla, gave an overview of the Board's working processes, structure and the Working Groups model existing within the Board. Working Groups allow the Board to divide the workload and bring forward creativity and initiative.
- Projects' overview
 - Corinna introduced the E.MAGazine initiative (Newsletter for the E.MAlumni community), the E.MADays programme, organized each year in different Universities to promote the E.MA programme, and the E.MArrivals Programme, when E.MAlumni members welcome the Masterini/students arriving in the different cities of the second semester.
 - Iva explained that the E.MA Career Day is a yearly cooperation with E.MA and an opportunity to pass on knowledge to current E.MA students, boost their 's skills and help them get clarity on his/her future career step.
 - Krisztina gave an overview of the recent recruitment of the Executive Officer (EO), a transparent process that involved the whole Board and (for the first time) the GCA, and resulted in the recruitment of Laura Paquero.
 - Laura gave an overview of her role as Executive Officer and explained that she is a bridge between the Board and the overall E.MAlumni community. Laura stressed that her coordination role and tasks will highly depend on members' participation and initiative. The level of the actual work of the EO will speak of the level of engagement and activism of the community overall. Laura encouraged everyone to stay connected with the Board and the overall community as a precondition for any activity and achievement.
 - Lydia provided an overview of the GCA Mentoring Program coordinated by E.MAlumni and currently the most developed joint programme with the GCA. The Programme has grown considerably over the past year and speaks of the potential for growth of the Association in terms of career development. The next call for participation will be sent out soon and the next round will be coordinated by Laura.

- Monika gave an overview of the E.MAHub, which includes the nomination of active E.MAAlumni as Ambassadors of the Alumni Community. The Association looks forward to a growing number of hubs and involved Alumni at the local level.
 - Sofia explained the goals of the “EMalumni in the Field” programme, which she was leading over the past year. A number of Alumni have been interviewed and provided their view of the way the E.MA programme had impacted their life and profession. This programme aims at giving Alumni and their present activity a higher visibility.
- Treasurer Report (Krisztina Damjanovich)
 - The Board has continuously encountered major difficulties in setting up an efficient, low-cost, English interface system for moving funds, particularly donations, to the E.MAAlumni Association. A Belgian account has been established and currently working on the set up an Italian bank account over the coming months.
 - The capital asset of the Association is steadily growing due to the very modest spending and accrued year over membership fee contribution. However, the number of paying members is on a sliding scale and does not reflect the level of engagement with the association. The current financial status of the organization is not enough to provide day-to-day operational support and is therefore very grateful for the strong ongoing support by EIUC.
 - We must however look also for alternative revenues other than membership fee contributions. Some ideas were offered by the Treasurer: Project-specific grant applications, creative fundraising (like the E.MARun idea), Crowdfunding, Jumpstart and kickstarter online fundraising opportunities, Sponsorship/partnership, In-kind contribution to offset some costs, Offer professional services for fee (research, consulting). Sponsorship (for events i.e.: GA), partnership/collaboration with private sector stakeholders (businesses, NGO community).
 - More of fundraising opportunities and challenges to be discussed during the working group exercise in the afternoon.

3. Global Campus Alumni (GCA): Then & Now

- GCA Representatives were introduced to the Assembly and thanked for their participation in the GCA event and E.MAAlumni GA
- A GCA activities overview was also provided as well as the present joint projects

4. Working Groups - Breakout Session

Three Working Groups were created to discuss some of the key questions / issues that the Association will have to work on in the coming year.

The goal of each group was to put forward concrete recommendations, proposals and activities.

Hereby an overview of each group's main discussion points and recommendations:

Group 1: Communication & Alumni Outreach

Group 2: Fundraising

Group 3: "Projects"

- **Group 1: Communication & Alumni Outreach**

- WHAT: key messages to convey are fundamental; fundraising is not possible without a clear, concise and understandable message. The "Pizza concept": the Alumni Association has a fourfold Value Proposition (our pizza is split into four pieces).

- WHY: The Rationale: The Association needs Alumni & Alumni need Association

- HOW: Resources & Tools, like (a) (Tool) A Global Calendar to help coordinate events on a larger scale; (b) Resources: Make alumni a critical component of every Working Group, time GA to coincide with a major Human Rights Forum

Working Group:	COMMUNICATION & OUTREACH
Name of Chair for this group:	Corinna and Iva
Recommendation N.1	COMMUNICATE KEY OBJECTIVES
Recommended actions	1.1 Be clear on the key objectives for the E.MAlumni Association
	1.2 Continue developing clear and concise messages
	1.3 Ensure this is embedded in all communications
Recommendation N.2	STRENGTHEN MEMBERS ENGAGEMENT
Recommended actions	1.1 Why do we need E.MAlumni? Connect GA to a larger HR event/cause: Need concrete immediate steps and actions.
	1.2 Why do E.MAlumni needs Alumni?
Recommendation N.3	DEVELOP A PRACTICAL COMMUNICATION STRATEGY
Recommended actions	1.1 Develop a global calendar
	1.2 Develop a new website
	1.3 Target Social media communication
Recommendation N.4	USE E.MALUMNI MEMBERS AS MAIN RESOURCE
Recommended actions	1.1 Reconnect WG Volunteers and allocate tasks. Refocus GA event around alumni and have the event zoom in on their HR experiences.
	1.2 Make volunteers a stable component of every WG.

• **Group 2: Fundraising**

RECOMMENDATIONS

- Fundraising is a shared concern across all six GCA programs
- What do we need the money for?
- Cast a wide net to capture as many funding sources as possible Funding Sources – Various Options

Working Group	FUNDRAISING
Name of Chair for this group	Krisztina
Recommendations:	<i>Recommendations that you ask the Association to endorse and act upon over the coming year</i>
Recommendation N.1	INCREASE MEMBERSHIP
Recommended actions	1.1 Better specify added value of membership (justify what people are paying for)
	1.2 Increase in-kind contributions: Open the door for providing in-kind contributions in addition to membership fee contributions and donations
	1.3 Solicit donations from members

Recommendation N.2	EXPLORE PROJECT-SPECIFIC FUNDING
Recommended actions	1.1 Research available Grants
	1.2 Acquire grant-writing skills (in house)
	1.3 Establish relation & do lobby with donors before submitting actual proposals
Recommendation N.3	SELL OUR SERVICES / EXPERTISES
Recommended actions	1.1 Recruit alumni members to provide grant application expertise pro-bono (possibility of in house training)
	1.2 Brand the institution better
Recommendation N.4	ENGAGE THE GENERAL PUBLIC
Recommended actions	1.1 Organise an event (Global Run for ex.) to raise funds for the Association
	1.2 Co-promote / coordinate a join global event
Recommendation N.5	DEVELOP RELATIONSHIP WITH SPONSORS & DONORS
Recommended actions	1.1 Identify goal/cause – with a potential to resound with corporate donors
	1.2 Map potential donors
	1.3 Sell our brand expertise

• **Group 3: Projects**

Working Group	PROJECTS
Name of Chair for this group	Sofia
Recommendation N.1	ESTABLISH A COMMUNITY OF PRACTICE
Recommended actions	1.1 Tap into common alumni expertise and knowhow more actively: Create expertise-based working groups on thematic issues with peer review mechanism
	1.2 Create a team of experts who develops projects and bids for grants
	1.3 Promote continuous training to grow through skills-based training open to everyone: Organize trainings in various areas: Grant writing; Gender mainstreaming; Fundraising; Communications; Monitoring & Evaluation; Dialogue facilitation etc.
	1.4 Launch more projects with a career focus: Consider transforming the GA from a simple Reunion into a Professional Development/Training event. Organise a Global Campus Career fair.

5. Board Elections

- Overview of the Board election process: Campaign to start in early June and polling from 16-30 June
- Top reasons why you should run for elections: Testimonials of Board President, Vice President and other Board Members. In a nutshell: it is an exciting and fun learning experience that develops one's professional, social and personal skills.

6. Celebration of the International Day Against Homophobia and Transphobia (IDAHOT) Day

- The GCA announced the idea that is being currently discussed to issue a joint GCA statement that tasks each associations to work with its members and M.A. programmes to look into how human rights for LGBTI persons can be addressed.

7. Masterini Presentation: Migrants Matter Campaign

- A group of current Masterini has launched a blog last October to raise awareness and promote the UN Convention on the Protection of the Rights of Migrant Workers
- The Communications strategy includes massive use of dedicated social media and online resources (Facebook, Twitter, blog)
- A Lobby Group is active in making contacts with EP members and several activities are being organised both online and in Brussels.
- The next Steps: Connect with E.MAlumni, loop project into an existing or new Working Group

8. Documentary screening: 'The Age of Cheap'

Documentary by Frédéric Brunquell (France, 2012, 52 min.)

No debate took place due to the lack of time.

9. Open Stage

The participants to the Open stage were:

- Ram Kumar Bhandari, Open Mike
- Stella Airoldi, Presentation of "22 STARS"
- Dilan Avci, Performance of the song "Migration", accompanied by Sercan (guitar)

10. Closing remarks & Wrap-Up

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Thank you !

SUMMARY of MAIN RECOMMENDATIONS & ACTION POINTS

Global Campus Alumni (GCA)

- **1. Common tools should be developed ASAP** to encourage a Global community of Alumni: Experts database, Website, Newsletter, Global Calendar are priority tools
- **2. A higher degree of decision/recognition should be pushed for/negotiated** by each Association
 - Ensure all GCA Association have status of Advisory body in the recruitment of student candidates
 - A common GCA Declaration need be adopted to establish GCA's common principles and goals
 - A Common Position paper on the occasion on IDAHOT Day will be endorsed by all GCA for the mainstreaming of Gender and identity in all GA Master Programmes
- **3. Human Rights monitoring and debating:** Identify regional HR concerns & create groups in various geographical area as focal points and elaborate common positionings on different thematics

E.MAlumni Association

- **4. Increase number of members and engage them more**
 - Explain more clearly the value of the membership
 - Create expertise-based Working groups / thematic groups and allocate responsibilities to Members
 - Refocus the GA event from around the Alumni themselves
- **5. Create a Fundraising Strategy**
 - Map donors
 - Identify fundraising experts among the Alumni & fundraising opportunities
 - Organise an event to raise funds for the association
- **6. Get the E.MAlumni Association more connected to Human Rights causes:** Connect the General Assembly to a larger Human Rights event/cause
- **7. Promote Career development services** even further
 - Promote continuous training to grow through skills-based training open to all
 - Consider transforming/replacing the GA with a Professional Development/Training event
 - Organise a Global Campus Career fair

and...let's all stay in touch !!

