

HANNOVER INSTITUTE 2010

WORKSHOP: EUROPEAN RESPONSE TO THE NEW RI STRATEGIC PLAN

Report by PGD Henrique Almeida

A group of more than twenty Spanish and Portuguese Rotarians met at the President Suite in the Maritim Hotel, on Saturday, 13th November 2010.

The Workshop was led by PRID Julio Sorjus, from Spain and moderated by RI Training Leader PGD Henrique Almeida, from Portugal.

Each one of three pillars of the RI Strategic Plan was analysed by the Group, looking for effective strategies and actions to be recommended to districts and clubs of all European countries, mainly Portugal and Spain.

On **PILLAR 1 – SUPPORT AND STRENGTHEN CLUBS**- the Group strongly recommend to the DGs - DGEs and DGNs to ask their clubs under 15 Members to prepare a Strategic Plan for the club, nominating an experienced rotarian of the district to follow the preparation and the implementation of this plan.

On **PILLAR 2 - FOCUS AND INCREASE HUMANITARIAN SERVICES** – the Group broached a European common subject : national Rotarian foundations.

All members reached to the conclusion that national foundations might be an important way to clubs and districts projects, when this represents tax benefit to them.

The group also stressed the recommendation to create legal identity to Districts.

On **PILLAR 3 – ENHANCE PUBLIC IMAGE AND AWARENESS** - the Group reached two recommendations:

- To use existing social nets ,like Facebook, Twitter, LinkedIn etc..., to promote Rotary projects and actions, locally and internationally.
- To suggest Rotary International to evaluate the viability to create its own social net