

POLICY PLAN

2024-2025



Eastern European Students Association

Amsterdam

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1. INTRODUCTION

The Eastern European Student Association Amsterdam (EESA) is an organisation aimed at creating, fostering, and strengthening cultural ties – both between Eastern European students in Amsterdam and between all interested parties. By centering Eastern European cultures, traditions, shared or differing experiences and achievements, EESA aims to create a close-knit community at the University of Amsterdam (UvA) and ample opportunities for learning and professional development. EESA seeks to remain a space open for all, regardless of their cultural or academic institution, united by an admiration for and interest in Eastern European culture and traditions.

Acting as the Second Board of EESA, we seek to expand and uplift the work done by our predecessors and continue the successful development of EESA as an independent student association at the UvA.

The policy plan lays out the organisation's goals for the upcoming year (2024-2025). At the start of every operational year, the policy plan is to be renewed and agreed upon internally while maintaining alignment with the general purpose and statutory objectives of EESA.



1.1. Vision

EESA envisions a future where, from the first days of their university experience, Eastern European students have a supportive, close-knit and uplifting community. We aspire for the EESA community to act as a nucleus for Eastern European students to meet and celebrate their rich cultural tapestry together. Furthermore, we aim to challenge stereotypes, highlight the successes and share our cultural experiences with all Amsterdam students through formal and informal means.

1.2. Mission

EESA is dedicated to achieving this mission through:

- Providing formal and informal network opportunities, a well-structured internal membership system and a welcoming space for all students regardless of their cultural background.
- Organising a wide range of events that centre, highlight and celebrate Eastern European cultures, including panel discussions, conferences, cultural nights, parties, borrels and book clubs.
- Utilising formal and informal media channels to spread our message to as wide of a demographic as possible, highlighting the uniqueness and importance of EESA.
- Strengthening and creating partnerships within professional, academic, business and diplomatic fields to uplift Eastern European development and foster a wide-ranging community.
- Ensuring a stable funding for the organisation through various sources of income and meticulous financial management.



2. ORGANISATION

Chamber of Commerce (KVK) Number

90030214

Board Members

The executive board of 2024-2025 is made up of the following volunteers:



Left to right:

Daniel Brâncuș – External Coordinator

Greta Butkevičiūtė – Chair

Barbara Shkurenko – Marketing Officer

Sabina-Isabella Trușcă – Secretary

Claudia-Jasmine Pintilie – Events Coordinator

Lukas-Ianis Hangan – Treasurer



3. OUTLINE OF THE FRAMEWORK

The following sections outline the internal framework of EESA.

3.1. General

As the Second executive board of EESA, we aim to build upon the strong groundwork established by our founding board members. We recognize the importance of a robust and sustainable organisational structure and are dedicated to enhancing and refining the existing framework to ensure the long-term success of our association through :

- **A clear member structure:** As we establish a stable structure overall, we also want to focus on the members side of things as well. Therefore, we want to have a more structured and well-established list of EESA's members which will also help us with our direct communication. We also want to establish an active WhatsApp group chat to facilitate a quick and easy communication strategy for more regular updates.
- **An assistant system:** We wish to implement a mentoring program where EESA members can apply to become the protégé of a certain board member. This will foster a more hands-on learning experience and help them develop various skills. The program would also encourage them to actively participate within the association and help them strive towards a possible board position for the following year and hence ensure greater continuity within the organisation.
- **Alumni network:** We also aspire to create over time a well-developed database of alumni contacts in order to maintain



connections even after graduation. By fostering this type of connections, we would be able to organise networking events and offer mentorship opportunities with the alumni.

- **Legal adherence and maintenance:** In order for the association to have a strong legal basis, we will adhere to the governance of the association as outlined in the bylaws and statutes. We aspire to ensure all necessary improvements are implemented during our term to upkeep EESA's legal backbone as robust as possible and to clarify the amendment process for future members.

3.2. Events

EESA's events are the heartbeat of our organisation, bringing Eastern European culture to the forefront of student life at UvA. Through a carefully curated lineup of activities, we aim to foster cross-cultural dialogue, deepen understanding, and build a strong, inclusive community. Our activities include a wide range of experiences that celebrate tradition, spark intellectual curiosity, and create lasting connections among students, including:

- **Informal gatherings:** we look forward to fostering social connections among UvA students through informal gatherings where members can meet, network, and form lasting relationships. These events will provide opportunities to bond, exchange ideas, and create a sense of belonging within the EESA.
- **Cultural events:** we are planning to celebrate Eastern European culture through vibrant events showcasing traditional music, dance, literature, food, and crafts. These cultural events will help students



explore and appreciate the region's heritage, offering an immersive experience that highlights the diversity and beauty of Eastern Europe.

- **Raising awareness:** we will commit to spreading awareness and fostering dialogue on Eastern European news, politics, and key topics through informative campaigns and collaborative events. These initiatives will encourage intellectual discussions, challenge misconceptions, and offer a platform for diverse perspectives on cultural, political, and social issues, while also providing opportunities for fundraising efforts in support of humanitarian causes.
- **Collaborative events:** we aspire to collaborate with other student associations to expand our reach and organise cross-cultural events that unite students from different backgrounds. These partnerships will help our organisation to build a stronger, more inclusive community, united by a shared appreciation for Eastern European culture.

3.3. Media

EESA recognizes the importance of a strong online presence and effective marketing to connect with our audience and expand our visibility to as many demographics as possible. We will utilise various media strategies, including:

- **Community building:** Consistently posting engaging and informative content on social media platforms to build a vibrant online community. Leveraging our members to organically promote our events and activities through word of mouth and social sharing. This includes showing our members on our social media.



- **Increasing outreach:** Investing in targeted advertising campaigns to reach a broader audience and attract new members and participants. Initiating outreach campaigns to connect with new demographics and ensure our message and events are accessible to a diverse range of UvA students.
- **Brand identity:** Developing a consistent brand identity together with EESA Rotterdam. This includes changing the logo and creating a brand kit to ensure continuity in the marketing style over the years.

3.4. External Relations

EESA acknowledges the importance of a broad external network outside the student body in achieving our vision of fostering an Eastern European community and providing our members with a wide range of opportunities. We seek to increase our partnership network through:

- **Establishing connections with embassies:** We intend on contacting diplomats and embassies to develop potential professional development opportunities for our members and invite knowledgeable professionals to discuss political topics pertaining to Eastern Europe.
- **Partnering with student associations:** We plan to expand relationships with other student associations across Amsterdam in order to offer more event opportunities to our members and to strengthen intercultural ties.



- **Strengthening our relationship with the Universiteit van Amsterdam:** We intend on strengthening our relationship with the UvA.
- **Seeking out professional partnerships:** We intend to reach out to local businesses, particularly those with some relation to Eastern Europe, to create partnerships related to advertising and professional development.



4. FINANCE

4.1. Fundraising and Spending

The Eastern European Student Association (EESA) is a non-profit organisation that maintains financial stability through various funding streams, including membership fees, grants, event ticket sales, and donations. To diversify our revenue, we actively seek partnerships and sponsorships with local businesses and institutions, engage in crowdfunding campaigns, and organise special fundraising events. Our approach to fundraising is based on transparency, innovation, and maximising community involvement.

All funds are allocated in accordance with EESA's core mission, supporting key objectives such as educational programs, cultural events, and networking opportunities for members. Our spending strategy prioritises cost-efficiency and impact, ensuring that every euro spent contributes directly to fulfilling our mission.

At the end of each financial year, any surplus is placed in EESA's savings account with ING, reserved for future initiatives. We are committed to long-term sustainability, regularly reviewing our financial policies to ensure that our fundraising efforts and expenditures are aligned with best practices in nonprofit management. This guarantees that we not only meet our immediate goals but also secure resources for future projects, enabling us to grow and adapt in a changing environment.

4.2. Fund Management



The management of EESA's financial resources is governed by a strict commitment to transparency, accountability, and responsible stewardship. The treasurer meticulously tracks and records all expenditures using Zoho Books, ensuring that each transaction is backed by a corresponding receipt to maintain a complete and accurate financial record. All spending is aligned with the approved Financial Year Plan, which is developed and agreed upon by the Board at the beginning of each fiscal year.

For full transparency and member engagement, the Financial Year Plan is presented to the General Assembly, providing members with a clear understanding of how funds will be utilised to support the association's strategic objectives and mission. Regular oversight is a key component of EESA's financial management: the financial status of the organisation is reviewed at least once a month in Board meetings. Furthermore, any Board member can request an updated financial report from the treasurer at any time, ensuring real-time financial accountability.

To enhance fiscal responsibility, the association ensures that all funds are spent in a manner that maximises value for money, with any significant changes to the financial strategy requiring approval from the Board. This system of checks and balances fosters a culture of trust, ensuring that financial decisions support the long-term sustainability and growth of EESA.