

EFB ALUMNI NETWORK

# beeEFB DIGEST

22 August 2021

## Dear Community Members,

Since we are slowly approaching the finalization of our core documents of the EFB Alumni Network, which has been a very challenging but motivating process for all of us, we wanted to share with you the progress made so far. The EFB Alumni Board Members despite the summer holidays have gathered every week to discuss and push forward the Alumni Network agenda.



## We have made significant progress in our main areas of focus.

- The finalisation of the EFB Alumni Development Strategy 2021 - 2024 and Action Plan
- The establishment of community clusters
- The Development of an unique online platform for the Alumni Network / beeEFB platform
- Designing and creating of an exclusive brand for our community
- Preparing the terrain for EFB Alumni Network Annual Event 2021



May the hive,  with you!

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## EFB Alumni Development Strategy 2021-2024

The main strategic document which will set our common vision and goals for the next years to come is a direct byproduct of our community, following the Strategy Development Event held in Becici, Montenegro in late June 2021.

Our main Strategy will encompass two main strategic goals divided into inward and outward.

The first Strategic Goal will be oriented inwards and focused on strengthening the existing community, whereas the second Strategic Goal looks at putting together a community of friends and partners who support and promote any product, initiative, project and idea coming from within the EFB Alumni Network.

Once the document is going to be finalised, it will be distributed for comments and suggestions to the relevant structures of the EFB governing bodies and therefore published for the wider community.

### The establishment of community clusters

During the Strategy Development Event a big part of the approach and focus of the beeEFB (EFB Alumni Network) were related to cluster activities.

The term cluster was used to represent fluid small communities within which EFB Alumni Network members engage more actively and intensively, while some of those interactions emerge into concrete initiatives that may be to some extent supported, including financially, by the EFB.



The clusters will be incorporated into the EFB Alumni Network unique online platform where the members will have full access to become a member of a cluster or create one in order to develop their own projects, ideas and initiatives.

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## beeEFB platform

Currently, the EFB Alumni Board Members are working closely with IT experts in order to set up the unique beeEFB platform, which will serve as the main medium for the EFB community. We have envisioned that such platform will serve as the main exchange channel between our bees to share, create, develop, implement and obviously get inspired by others.

We have made significant progress in this direction and will come back to you with an official launching date of the platform. So stay tuned!

## Branding of beeEFB community

The creative thinking process that was initiated at the recent community gathering has visually come to one common design preference – Bees, which are following the beeEFB name of the Network that was born on the spot.

The EFB Alumni Network will have an accompanying design in line with the scope of work of the network – busy, active and dynamic bees (members) whose activities, project and initiatives are spread across the Western Balkans and EU, working together, but also in their separate national cells (groups).

Therefore, we are currently developing niche designs for our merchandise line which will be worn and used proudly by our community members.



## EFB Alumni Network Annual Event 2021

As a long lasting tradition of the EFB, Annual Events have become an integral part of our community which have a special place within the minds and hearts of our Alumni Network. It goes without saying that the Annual Event is the perfect opportunity to reconnect with one-another, where the best stories are usually joined by a tall glass of wine.

This year is no exception to this tradition, however, we are bearing in mind the restriction which might follow due to COVID-19 therefore all options are being evaluated carefully by the EFB and the Board.

In conclusion, we are beyond excited for what is to come in the near future, and now that the main bulk of work is behind us, we are looking forward to launch and share with you what we have been working on so far. We are certain that the best is yet to come for our beloved beehive.

