



## **EFFORTS Year planning 2019**

In 2019 EFFORTS will continue to realise the goals we have set ourselves in the Membership Benefits Statement (See our website). In the planning for 2019 these membership benefits will be leading. This is where the external focus must lie. In addition, we are working on the further stabilisation of the EFFORTS organisation in Brussels. As long as we are in a startup period the internal focus of EFFORTS must lie on the expansion of memberships and the enlargement of our financial strength by means of fundraising and sponsoring. Our goal for the coming years must be the participation of 20 to 30 large paying members (cities and regions).

### **Advocacy**

In 2018 the basis was laid for EFFORTS to become a relevant party for European heritage organisations and European policy. This “brand awareness” is very important for our support in the heritage field and the European institutions to whom we look for support and which we work with when we operate on a European scale. Brand awareness is also important for the growth of our memberships. The more members we have, the better we can act as a representative living platform for our members and stakeholders in the field of military built heritage. This in turn is important for the exchange of professional knowledge and for the realisation of joined military heritage projects. EFFORTS initiatives like European Fortress Day will help tremendously in growing brand awareness and membership. The next step will be the realisation of a yearly EFFORTS AWARD for most successful re-use and re-development of military heritage. This award would be linked to the European Fortress Day.

### **European network for fortified heritage**

EFFORTS not only builds and unlocks a European network for fortified heritage. It also includes other networks for built heritage with similar problems and solutions (for instance religious heritage and industrial heritage). Thanks to our EU liaison in Brussels and our office close to the European Land Owners Organisation (ELO), Future for Religious Heritage (FRH) and Europa Nostra offices, we have concrete contacts with these heritage colleagues and are planning now joint actions for 2019 or 2020, like a common European military built heritage conference. This shows in the active participation of EFFORTS in the European Heritage Alliance 3.3.

Our Annual Congress and AGM also contribute to intensifying contacts between our members. Through Newsletters and Flash bulletins we will continue to inform our members about actual EU policy concerning our field of interest and instigate communication between members.

We will continue even more to position EFFORTS in European institutions and make EFFORTS the professional representative of the sector, responding to consultations, initiating actions towards European Committee of the Regions and the European Parliament, participation and organizing, also with heritage partners, conferences, workshops of the European Commission and stakeholders meetings.

### **Communication**

In 2019 we hope to further improve our communication efforts. Our website [www.efforts-europe.eu](http://www.efforts-europe.eu) will of course play a major role in this. Through the websites we are able to communicate rapidly with our members on all relevant matters concerning military heritage. Next year we will implement a noticing system to inform them whenever new informative is added to the website. We also work on a closed 'members space website'. This to further digitalization of administration actions - including member space with password, automatization of registration and link with payments. Bi-monthly we will send our regular newsletter and newsflashes through the website member space.

### **Funding**

In 2019 we hope to realise a first structural funding of EFFORTS. Preparations have been made for a pilot project or preparatory actions (funding for the work of EFFORTS as European Knowledge Center NETWORK for Fortified Heritage). Furthermore we work on incorporating EFFORTS in Interreg projects for our members. We hope to get European support for the continuation of European Fortress Day 2019 and beyond (funds of Creative Europe).

Coordination with the Province of Noord-Brabant and Utrecht on European grid of Defense Lines (Zuiderwaterlinie, Nieuwe Hollandse Waterlinie, Atlantikwall Europe with others lines in Europe invited) is foreseen.

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