

Summary of positioning and strategy 2018-19

Stephen Boucher > Fondation EURACTIV Advisory and Orientation committees,
Wednesday 23 July 2018

At its July 9 Board Meeting, Fondation EURACTIV approved the following conclusions.

POSITIONING

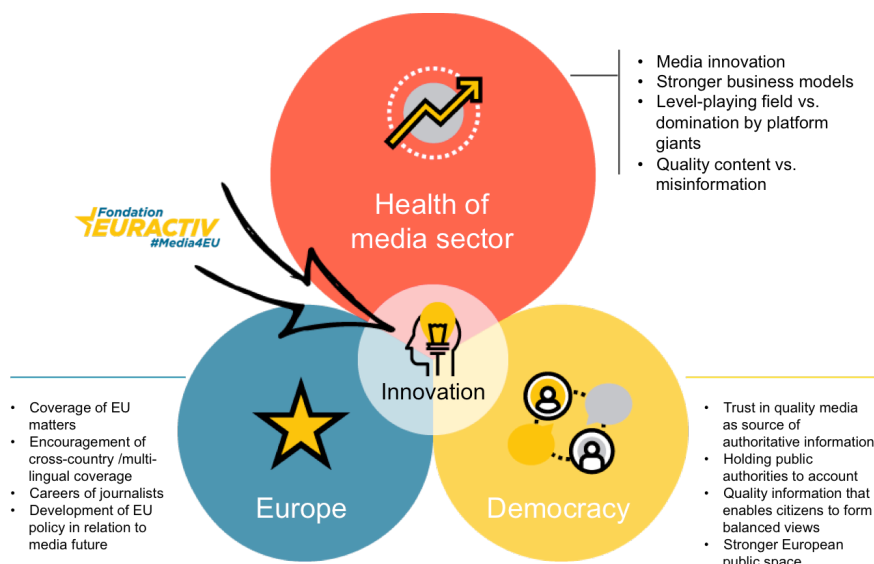
Mission: Fondation EURACTIV is a think-and-do-tank¹ dedicated to fostering a healthy media community in Europe.

Activities: It does so by providing analysis, facilitating a dialogue between media professionals and the EU and implementing projects fostering the sector's innovation and skills.

Impact: This in turn fosters a healthy democracy and the emergence of a European public sphere.

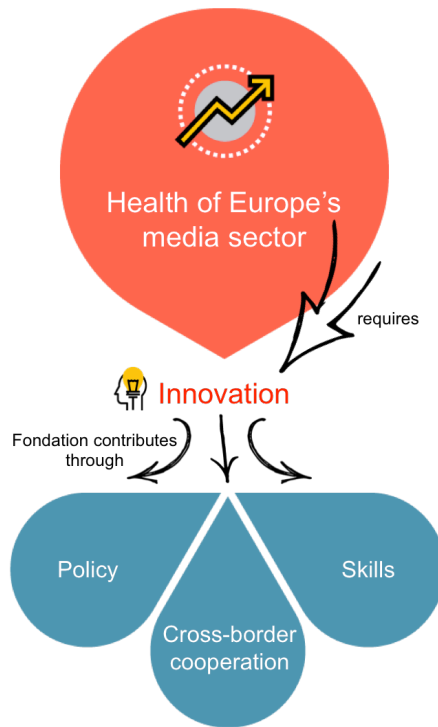
Specificity: As the media sector in Europe is still essentially national, Fondation EURACTIV draws upon the experience of the EURACTIV media network, present in 12 countries and publishing in 12 languages.

Audience: EU/European policy makers; the EU and philanthropic sector; media representatives; the media sector itself.



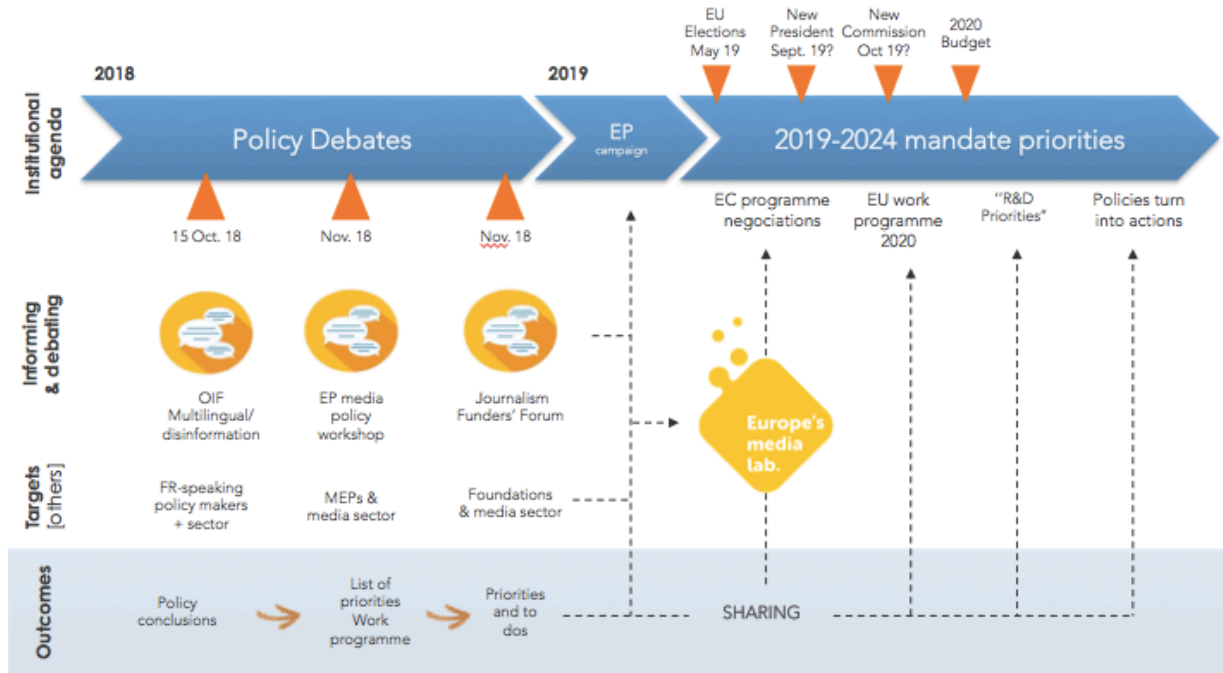
¹ A think-tank is a policy unit researching and promoting innovative policy solutions. A think-and-do tank is by nature less academic as it also includes activities seeking to prototype its analyses and recommendations and act directly on the policy environment through concrete interventions.

How we contribute to innovation is through policy, cooperation and skills:



STRATEGY

Our focus over the next 6 months: the Fondation's team will focus in the near term on: (1) fundraising; (2) ensuring the Fondation's viability for the medium-term by seeking to win the Stars4Media bid and developing other projects with medium-/long-term visibility; (3) clarify further its positioning (map, etc.); (4) strengthen its visibility and credibility. In particular, we will organise the following events:



Our focus in 2019: the team's energy will be dedicated, once this is secured, on (1) rolling out the branding and structural fundraising strategy; (2) implementing the Stars4Media project.