

# SHINE 29

# Volt

## 2024-2029 STRATEGY

### Shine 29 | Volt Europa 2024 - 2029 Strategy

Volt

Enable

Create

Impact

Coordination between Volt Europa and its Chapters

Registration as a Europarty

Funding that Matches our Ambition

Community-focused IT Infrastructure for all Chapters

Thriving and Diverse Pan-European Community

Talent Development

Visible European Leaders

New Policy Process

Organisational Expansion

Effective Communication

Compete in Elections

Shape Law and Policies

# EXECUTIVE SUMMARY

- ✦ **Volt Europa is a community, a movement, and a political party.** Every strategic action we take can only be effective if it is community-driven. **The main purpose of our 2029 strategy is to empower and grow our community to maximise our impact.**
- ✦ **Shine 29** reflects Volt Europa's goal to gradually increase its visibility and influence, leading up to the 2029 European Elections. By 2029, Volt aims to stand out and "shine" as a relevant force in European politics.
- ✦ **Using the results of the 2019-2024 Strategy as a foundation,** we aim to focus Volt Europa on excelling at its core tasks.
- ✦ **Enable, Create, and Impact** are the three strategic pillars of the 2029 Strategy, each building towards that goal. Shine 29 represents Volt's journey, starting with laying the groundwork, followed by strengthening our community, European spaces that stretch beyond Volt, and policies, achieving real, visible impact.
- ✦ **We want to enable the organisation to reach the goals we have set for ourselves.** We want to improve the coordination between Volt Europa and its chapters. We want to be registered as a Europarty. We want to ensure funding that matches our ambition. We want to set up and sustain a robust IT infrastructure for all chapters that serves the needs of our European community.
- ✦ **We want to create the answers to our shared challenges through a strong Volt community.** We want to create comprehensive European spaces, where a thriving and diverse Pan-European community in which all members have equal rights and responsibilities comes to life. We want to improve our internal talent development. We want to empower visible European leaders. We want to come up with a new, durable policy process that allows us to communicate about our political stances and connect with expert communities.
- ✦ **We want to have a real impact.** We want to focus our resources on an updated expansion strategy where we consolidate and prioritise existing resources while being guided by our principle of "Think European & Act Local". We want to establish a professional communication office dedicated to producing content that is focused on democratic European integration and shared challenges with a European angle. We want to empower people to change politics, unlock Europe's potential together, and run successful Pan-European campaigns to achieve electoral success. We want to use our electoral success to shape laws and policies.

# INTRODUCTION

**Shine 29 is Volt Europa's bold, transformative strategy for 2024-2029, crafted to bring Europe closer to a united, federal future.** At a time when political divisions, social inequality, and global crises threaten our continent's cohesion, this strategy outlines our vision to turn these challenges into opportunities. The next five years will be crucial in shaping a Europe that thrives in the 21st century, where every citizen has the chance to fulfil their unique potential.

**Shine 29 is built upon the strategic foundation laid in our previous strategy cycle (see pg. 5) while serving as a clear roadmap for the next 5 years.** It is rooted in the understanding that Volt Europa is not a traditional political party confined by national borders, but a Pan-European movement that transcends them. In an increasingly fragmented world, we know that division weakens us, but unity empowers us

**Shine 29 is built on three strategic pillars: Enable, Create, and Impact..**

- ★ **Enable** establishes the foundation for Volt's success by strengthening our internal working capacity. Effective coordination between Volt Europa and its chapters is key. This pillar focuses on streamlining internal communication, improving efficiency, and securing funding that matches our ambition. By building robust IT infrastructure for all chapters and refining processes, Volt can scale and mobilise efficiently, ensuring sustainable growth. These efforts will keep Volt agile, resilient, and well-coordinated to drive meaningful change at both national and European levels.
- ★ **Create** focuses on building the conditions for a united and empowered Europe. Volt's vision starts with its people. We are dedicated to developing strong leadership across chapters and empowering members to shape Europe's future. This pillar highlights talent development, democratising our structures, policy innovation, and community building, ensuring Volt leads by example in creating a Europe where every voice matters. With innovative policies, Volt is the movement that not only understands Europe's challenges but offers practical solutions to solve them.
- ★ **Impact** is about turning our vision into real-world change. Winning elections is crucial, but our ultimate goal is to shape Europe's constitution, laws, policies, and governance to reflect our vision of a united, federal continent. Shine 29 sets ambitious targets for gaining representation in the European Parliament and national parliaments across the EU. With political influence, Volt can push for structural reforms, creating a more integrated Europe. Through electoral success, we will drive our progressive agenda, shaping Europe's future.

Shine 29 is more than a strategy - **it is a call to action for our movement.** A call to every Volt member, volunteer, and European citizen who believes that Europe can do better. Together, we can empower people, reshape politics, and make Europe the global leader in progress. With this plan, Volt will lead Europe towards a future where our shared challenges are met with bold, innovative solutions. Together, we can unlock Europe's full potential. The time to act is now.

# STRATEGY FOUNDATION

(2019 - 2024 Strategy Process)

**EU-Topia:** A united, federal Europe where everyone has equal chances to fulfil their unique potential. We strive to achieve the highest standards of human, social, environmental, and technical development together.

🎯 **Vision:** Volt leads by example to foster a united and federal Europe.

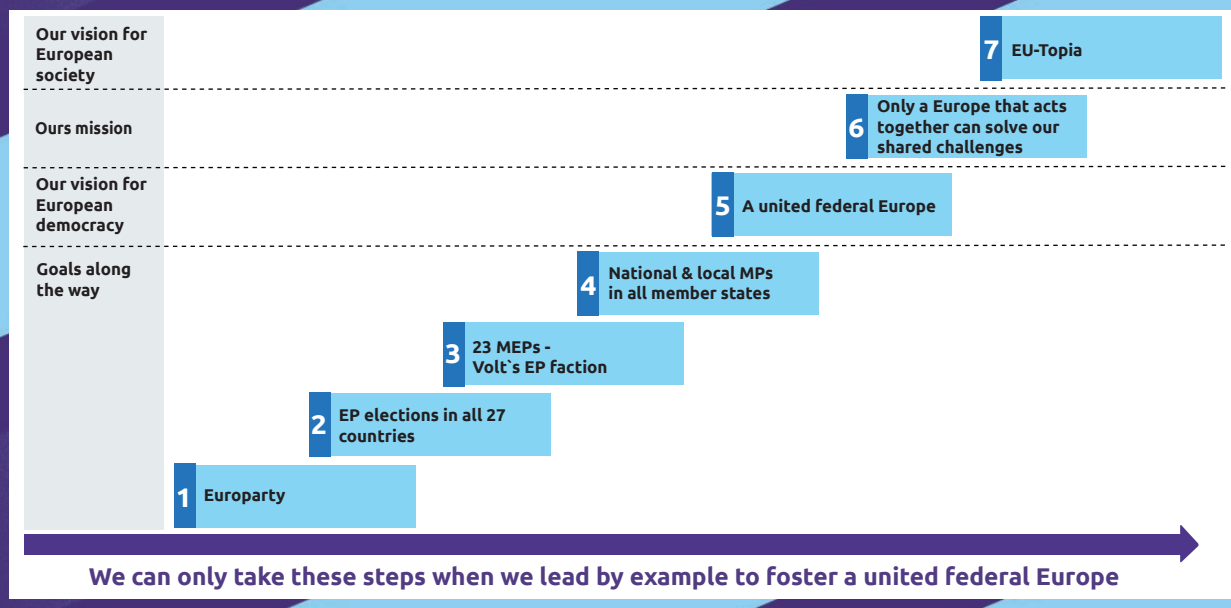
🎯 **Mission:** Only a Europe that acts together can solve our shared challenges.

🎯 **Our Identity:** European | Pragmatic | Progressive | Innovative | Sustainable

🎯 **Call to Action:** Empower people to change politics and unlock Europe's potential together.

## Strategy Staircase

Volt



# OUR CHALLENGES AND OPPORTUNITIES



## **Improving Coordination Across Volt Europa:**

We're creating clear rules to strengthen teamwork across Volt Europa, its chapters, and organisational bodies. Better coordination will help us act as a united group across Europe.



## **Building Credibility in European Discussions:**

We aim to make Volt a respected voice in European politics. Gaining influence in Europe-wide debates will improve our impact and reputation on the European stage.



## **Securing Stable Funding to Support Our Goals:**

To fuel growth and key projects, we're working to expand and steady our funding sources. Strong financial support will let us plan effectively and grow sustainably.



## **Upgrading IT Infrastructure for Efficiency:**

With improved IT systems, we'll boost communication, collaboration, and decision-making. Advanced tech will strengthen our operations.



## **Fostering a Pan-European Community:**

Creating inclusive spaces for dialogue and engagement will strengthen unity and empower all members across regions, helping us realise our vision of a truly interconnected, empowered European community.



## **Investing in Talent:**

Attracting and supporting skilled volunteers and staff will drive our growth and help us achieve our goals, keeping Volt vibrant and impactful.



## **Empowering European Leaders for Greater Visibility:**

Strengthening leadership engagement will align members and chapters with Volt's vision, creating a more unified movement.



## **Creating Policies to Address Europe's Shared Issues:**

We're refining our policy program to tackle Europe's key challenges, boosting our election chances and supporting our vision of an "EU-Topia."

# OUR CHALLENGES AND OPPORTUNITIES



## **Managing Growth Strategically:**

As we expand, we'll focus on using resources wisely to stay efficient and impactful, enhancing Volt's influence for the long term.



## **Communicating Clearly:**

Simplifying our messaging will make it easier to connect with audiences and spread our vision, building unity and support for our mission.



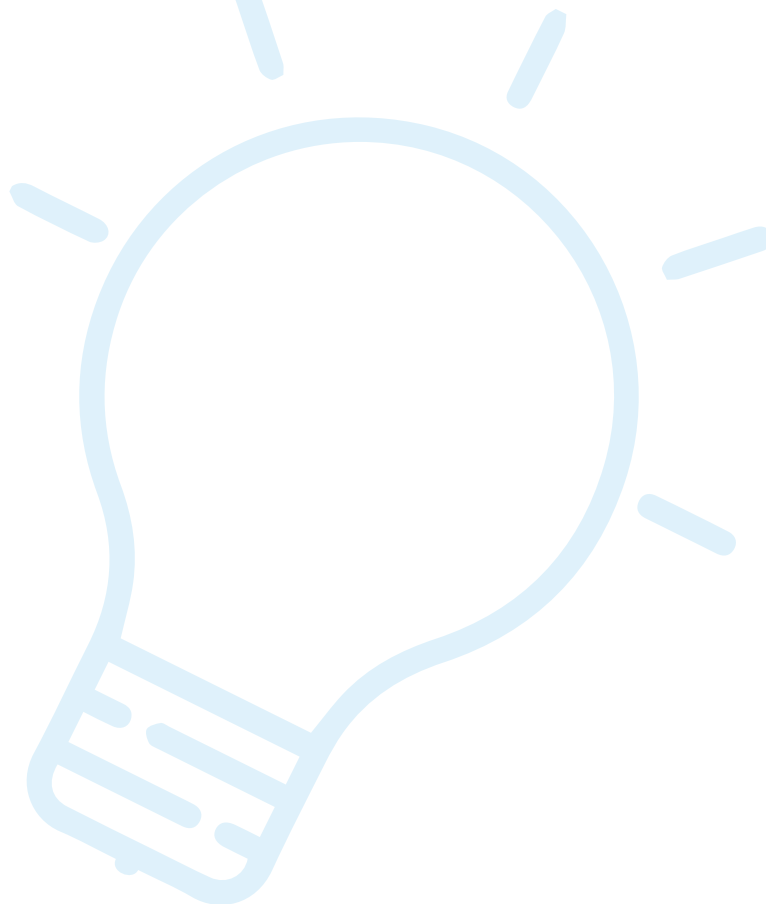
## **Strengthening Our Election Presence:**

Gaining political power will help us influence policies to address common challenges and push for a united, federal Europe.



## **Shaping a Progressive Europe Through Legislation:**

By gaining legislative influence, Volt Europa can work toward a united, forward-looking Europe, driving progress on our mission for a stronger, more unified Volt Europa.



# STRATEGIC PILLARS

## 1. Enable

### ● Coordination between Volt Europa and its Chapters

Our goal is to strengthen coordination between Volt Europa and its chapters.

Achieving this will help us to advance our vision of leading by example to foster a united and federal Europe. It will improve internal processes, optimise resource use, and maximise our overall impact.

To reach this objective, we must establish a rulebook that clearly defines the roles and responsibilities of organisational bodies. Rules that everyone must follow and which shall be more strictly enforced. Additionally, we must create and maintain clear, yet effective organisational charts to support seamless operations.

### ● Registration as a Europarty

Our goal is to register as a Europarty as soon as possible.

Achieving this will help us to boost our credibility and allow us to participate in Europe-wide debates on an equal footing with other parties. Moreover, registration in the European party register will secure a stable source of funding.

To reach this objective, we must develop a comprehensive Europarty strategy, which characterises the best opportunities for elections and organisational expansion through aligned non-Volt elected officials, a clear roadmap for registration, a thorough risk assessment, and a plan to sustain our Europarty status over time.

### ● Funding that Matches our Ambition

Our goal is to aim for a Volt Europa budget that is multiple times larger than our current budget.

Achieving this will help us to sustain, improve, and grow Volt according to our bold ambitions.

To reach this objective, we must create, implement, and maintain a funding strategy built on multiple pillars. Much enhanced and professional fundraising from donors and grants will allow us to multiply our financial resources. Registration as a Europarty will provide a more stable financial foundation. Additionally, harmonising membership contributions and encouraging regular donations will ensure a steady cash flow.

### ● Community-focused IT Infrastructure for all Chapters

Our goal is to establish and sustain an IT infrastructure that robustly supports our European community.

Achieving this will help us to create a strong foundation for achieving many of our core objectives. To reach this objective, we must develop and execute a community-first IT strategy tailored to our specific needs.



# STRATEGIC PILLARS

## 2. Create

### ● Thriving and Diverse Pan-European Community

Our goal is to build and sustain a thriving, diverse community.

Achieving this will help us to advance our vision of leading by example in fostering a united, federal Europe, while empowering individuals to transform politics and unlock Europe's full potential together.

To reach this objective, we must design and implement European Spaces, encompassing both physical and digital as well as local and Pan-European environments. This includes organising Pan-European events, listening tours, campaigns, forming alliances, and building partnerships. Furthermore, we must ensure that all members across chapters have equal rights and responsibilities, starting with a standardised European section of each onboarding process. An important component of this ambition is to further democratise our General Assemblies with members having full democratic control while keeping entertaining and engaging elements front and centre.

### ● Talent Development

Our goal is to attract and develop exceptional volunteers and full-time staff.

Achieving this will help us to build, grow, and sustain a strong and healthy organisation.

To reach this objective, we must ensure that our Academy structures are streamlined. Volunteers who generously contribute their time and effort must be valued, not overburdened, and have a rewarding experience. Additionally, we need to invest more time in hiring processes to find the best fit, especially for leadership roles, focus on quality over quantity by hiring fewer people but offering competitive compensation, provide meaningful development opportunities, and ensure that our staff are treated and compensated well.

### ● Visible European Leader

Our goal is to cultivate European leaders who are highly visible across all our chapters. Achieving this will help us to enhance regular communication and coordination throughout the organisation.

To reach this objective, we must create powerful and integrated communication structures for our Co-Presidents to serve as the spokespeople of Volt and our elected officials, especially MEPs, who represent our political real-world impact. Our communication about Volt should curate the best aspects of our work across borders.

### ● New Policy Process

Our goal is to have a policy process that allows effective discussion of our identified shared challenges with a focus on increased coherence and growing member engagement, inclusive of geographic diversity.

Achieving this will help us to address our shared challenges with evidence-based policy.

To reach this objective, we must launch a new policy development process, fully integrated with our European Spaces.



# STRATEGIC PILLARS

## 3. Impact

### ● Organisational Expansion

Our goal is to grow Volt sustainably to achieve the highest possible impact across Europe. Achieving this will help us to lead by example to foster a united and federal Europe.

To reach this objective, we must avoid spreading our resources thin and losing focus. We aim to develop and implement a system of chapter levels, which shall outline the characteristics for a chapter to be of high strategic potential, as well as the level of support depending on the respective status. Generally, Volt Europa must prioritise its core tasks, with expansion driven by capable individuals on the ground and supported by local fundraising efforts. The principle of "Think European, Act Local" should guide our approach, ensuring we focus on building strong local chapters, providing them with the necessary tools, and sharing best practices through European Spaces.

### ● Effective Communication

Our goal is to run professional, attention-grabbing pan-European campaigns.

Achieving this will help us to be more successful in elections and to attract new members. To reach this objective, we must communicate differently: in all our communications the angle of European collaboration and unity, as well as the danger of its absence, is central. Furthermore, our communication must be consistent with our vision, mission, and identity. It is a high priority to establish a professional communication office dedicated to producing content that aligns with our pan-European policy goals and core topics, such as democratic European integration and shared challenges. Additionally, we must ensure that our communication is clear, straightforward, and free from overly complex language.

### ● Compete in Elections

Our goal is to have electoral success across Europe.

Achieving this will help us to be able to shape laws and policies.

To reach this objective, we must empower people to change politics, unlock Europe's potential together, and run successful Pan-European campaigns.

### ● Shape Laws and Policies

Our goal is to shape laws and policies across Europe.

Achieving this will help us to solve our shared challenges and achieve our EU-Topia of a united, federal Europe where everyone has equal chances to fulfil their unique potential, and in which we strive to achieve the highest standards of human, social, environmental, and technical development together.

To reach this objective, we must empower people to change politics and unlock Europe's potential together, run successful Pan-European campaigns, and have electoral success.