



**Europe's Children Our Concern asbl**  
*Supporting children and young people with learning difficulties*

*"Together we do make a difference"*

**ECOC 2020**

**A top level look at our future – no particular order, as presented at the AGM  
 23 June 2010**

<b>Ref:</b>	<b>Action, Activity or Analysis</b>	<b>Why and/or how</b>
1.	Web presence must be maintained with news and information for our key stakeholders.	<ul style="list-style-type: none"> <li>- This is our shop window,</li> <li>- This is where we store key information,</li> <li>- A tool for awareness and fund raising,</li> <li>- A tool to promote key messages,</li> <li>- Supported by a professional,</li> </ul>
2.	Workshops will be a key feature together with the reference library, and sessions with key experts.	<ul style="list-style-type: none"> <li>- Good source of information for teachers and parents,</li> <li>- Visible reminder of the ECOC Mission,</li> <li>- Source of input from our stakeholders,</li> <li>- Opportunity for everyone to learn,</li> </ul>
3.	Implement a process for marketing of ECOC, key issues and issue analysis.	<ul style="list-style-type: none"> <li>- To stay in touch with changes and findings,</li> <li>- To ensure that what we know is visible to all that might benefit,</li> </ul>

		<ul style="list-style-type: none"> <li>- Learn from the good work that others have done,</li> <li>- Raise the quality of our service,</li> </ul>
4.	Develop stronger strategic partnerships with those already doing great work in area's that fit our mission, and those that can provide good reference and statistical input.	<ul style="list-style-type: none"> <li>- Enhance the partnerships we have to deliver more for our joint community,</li> <li>- Empower people already doing great work, so that our power is used effectively,</li> <li>- We are not entitled to our own statistics, we need to use what has been approved,</li> </ul>
5.	Organizational development will be key in the next 10 years.	<ul style="list-style-type: none"> <li>- We must be in a position to re-claim our vat,</li> <li>- We need to start being able to offer a legal invoice to sponsors,</li> <li>- As our fund raising activities develop, we will pass the threshold of our current status,</li> <li>- We will have to employ staff,</li> <li>- Our statutes must be maintained as we develop,</li> </ul>
6.	Change our mind-set and fund raising from small to big time.	<ul style="list-style-type: none"> <li>- Use the skill sets and networks that we do have in place now,</li> <li>- Spend small sums of money, to bring in even more money,</li> <li>- Establish a reputation of being consistent, brave and innovative,</li> </ul>
7.	Decide what type of patronage we need, if any, and who might be a good fit.	<ul style="list-style-type: none"> <li>- Our current Patron's deal will end in</li> </ul>

		<p>2010, and she will not continue,</p> <ul style="list-style-type: none"> <li>- Some research will need to be done as to people or organizations that would be a good fit,</li> </ul>
8.	ECOC beyond Belgium – how will that look?	<ul style="list-style-type: none"> <li>- As we grow the organization, so will the ECOC contribution to challenges of a fully inclusive education grow,</li> <li>- Where should we form a base next, why and with whom?</li> </ul>
9.	What will the world of technology bring to the table, and can we form an alliance with for example, Google and a leading university to advance tools, gadgets and techniques for those with a creative mind in primary and secondary education?	<ul style="list-style-type: none"> <li>- To benefit from leading edge minds, that were exactly our problem children of the past,</li> <li>- There is much to learn and technology holds many of the keys; for us all,</li> </ul>