

PPEU Work Plan 2025

Following the 2024 election, the PPEU board participated in a workshop to identify a vision for the future and a roadmap for the party's way forward until the next European election in 2029. In 2025, the European Pirate Party takes the first steps on that roadmap. We must start addressing our challenges, begin realising the road map and put our organisation in a better position to create real value for our members and the European pirate movement as a whole.

This document outlines and prioritizes tasks that the organisation needs to address during 2025. Some of the tasks have been inherited from the previous board. Others have been identified by the 9th board. They are the areas that volunteers can actively contribute to.

We invite all members to contribute to the further development of the vision and roadmap. We also encourage our members to integrate the vision, priorities, and roadmap into their local party's vision. We are in this boat together, so let's help each other out.

Our main domains of focus for 2025 are Organisation, Community and Network

The vision

During the workshop, the board identified that the most important domains for the PPEU to strengthen ahead of the next election as:

- Our organisation
- Our community
- Our network

By focusing on strengthening these domains, the board aims to achieve the following vision by 2029:

By 2029, the European Pirate community has a coherent culture, delivers resources, and provides opportunities for its members (all pirates).

The European Pirate Party has active and effective external communication channels that enable maximum outreach when communicating with audiences outside the pirate movement.

The channels used for communication within the movement are user-friendly and compatible with the pirate values of openness, privacy, and transparency.

The European Pirate Party has a strong network of allies that includes individuals, political parties, industry, NGOs, and academia.

By 2029, we are known for our openness and our desire to empower PEOPLE. Our party is perceived as disruptive experts with fresh ideas and methods.

By 2029, the European Pirate Party will be able to address its financial needs through a multi-pronged strategy that leverages the network. It does not rely solely on Commission funding.

Organisation

The European Pirate Party is a volunteer organisation, but has struggled with securing the commitment needed to nurture and manage that volunteer organisation. We want to change this by creating a dedicated Secretary General of the European Pirate Party. A Secretary General can focus on building and managing the volunteer organization, staffing projects and freeing up the board to focus on strategy and communication.

Community

Our community consists of all our members, their members and those directly involved with them. If you are reading this report, you are most likely part of the European pirate community.

The following projects/tasks can help us move forward on the roadmap and strengthen our community:

- Clarify and strengthen the pirate identity through knowledge sharing
- Ensure communications channels are intuitive and easy to use
- Ensure it is easy to get involved in the movement
- Create opportunities for members to connect through physical and virtual events
- Develop a strategy for converting passive members into active members
- Strengthen the relationship between MEP(s) and the European Pirate Party

The community has also expressed a desire for a common European resource where tasks and projects can be found. Such a common resource would also be a place to find tools, best practices, reports and helpful data.

Network

Our network consists of all the stakeholders that are not directly part of our member organizations. They may be independent individuals (eg. Influencers, independent supporters, etc.), businesses, NGOs, journalists, industry organizations, academia, and other parties.

The benefit of the network is the possibility to use it for different types of leverage. A network of friendly journalists could quickly give us wide exposure or help us control our narrative through their networks and outlets. A network of NGOs could be leveraged to crowdsource data or conduct research on a specific topic.

The following projects/tasks can help us strengthen and :

- Map our existing networks and resources
- Work to expand our network by identifying and connecting with others
- GAP or needs assessment
- Find ways to link our network to our community

Current task list of the 9th Board

Task name	Description
Post-election strategy	<i>Define a strategy and roadmap that looks ahead to the 2029 elections.</i>
Communication review	<i>Review social media and their access, communication strategy</i>
Campaigning	<i>Actions in view of the upcoming elections</i>
Wiki Update	<i>Add essential information</i>
Pirate Parties outreach	<i>Refresh every european pirate party status and contact info</i>
Common "resource"	<i>Members have expressed a desire for a user-friendly common resource where they can find out about tasks and projects to support and where they can access best-practices, reports, data and tools. Identify if this can be achieved and propose how it should be realised.</i>
Onboarding and update strategy for board members and member organisations	<i>Identify a process and what is needed to ensure more effective onboarding of new board members and information/campaign updates of PPEU members.</i>
Registration of PPEU as EU lobby	<i>Allows entering into EU institutions and good for image</i>
Domain names acquisition	<i>europeanpirateparty.eu/org/com europeanpirates.eu/org/com</i>
Collaboration with Marketa	<i>Pushing her topics to have ready made content and help build the image and reach.</i>
Statutes Rework	<i>Get statutes in conformity with the most recent law. Possibly clarify or rework specific areas.</i>
Rework PPEU's Image	<i>Graphical Chart, communication guidelines and strategy</i>
Surveying PPEU's Added value	<i>Discuss with stakeholders and gather input on what would be useful to them. Work on providing what seems to be best.</i>
Finances Review	<i>Review the current finance and budget course to safeguard long term viability. This should also include recommendations for fundraising.</i>
Funding Initiatives	<i>Assess opportunities to grow the financial means of the association</i>
Secretariat and Secretary General	<i>Creation of a General Secretariat of the European Pirate Party with a Secretary General at its helm to help in the development and operations of the organisation under the oversight and guidance of the board.</i>

Appendix 1 - Eisenhower Matrix

The European Pirate Party has a limited amount of time and resources, so tasks and projects must be prioritized. The 9th board has used an Eisenhower matrix to prioritize tasks and projects for the current task list.

- Tasks/projects that are **important** and **urgent** should be **prioritised**
- Tasks/projects that are **important**, but **not urgent** should be **planned/scheduled**
- Tasks/projects that are **urgent**, but **not important** should be **delegated**
- Tasks/projects that are **not important** and **not urgent** should be **abandoned**

	Urgent	Not urgent
Important	Statutes Rework Surveying PPEU's Added Value Finances Review	Funding Initiatives Rework PPEU's Image Collaboration with Marketa Pirate Parties Outreach Wiki Updates Secretary General and General Secretariat Onboarding strategy Common "resource"
Not important	Domain names acquisition Registration of PPEU as EU lobby	Second Chamber Proposal Internal Regulations Review PPEU Calendar Team Events and Cooperation Team Vademecum Team PPEU Broadcasts Review PPEU Discourse Reshape Website overhaul Treasurer Group On-boarding material IT Review