



Adopted by the decision of the general meeting on 22.11.2020

ESTONIAN STUDENT UNION DEVELOPMENT PLAN 2021-2025 FRAMEWORK DOCUMENT

The development plan of the Union of Estonian Student Unions includes the organization's goals for the period 2021–2025. The organization's action plan specifies separate activities for each year as documents.

MISSION

The Union of Estonian Student Unions stands for the rights, needs and interests of students at the national level and supports student councils in their work.

VISION

In Estonia, student bodies that stand for high educational quality are empowered fairly for an accessible and student-friendly Estonian higher education system.

VALUES OF THE ORGANIZATION OF THE UNION OF ESTONIAN STUDENT SOCIETIES

- **Cooperation** – EÜL and the student bodies work together to help each other achieve the vision of EÜL in implementation;
- **Determination** – EÜL works hard to fulfill its mission;
- **Social responsibility** – EÜL takes public responsibility and stands for justice in accordance with the positions of social interest;
- **Science-based** – Scientific-based – EÜL is based on facts and evidence;;
- **Based on the principles of democracy** - everyone has the right to be involved and heard based on the principles of inclusive governance.



DIRECTIONS OF ACTIVITY:

The Union of Estonian Student Unions was founded on 23.11.1991 by the student movement as an interest protection organization of student councils, which is why EÜL plays an important role in bringing together as a members network. In order to successfully implement its goals, EÜL operates as a social enterprise.

EÜL has three directions of activity, which are based on three different roles that EÜL fulfills in the development of various fields: EÜL as **an interest protection organization**, EÜL as **a network** and EÜL as **a social enterprise**.

EÜL as an interest protection organization

The Union of Estonian Students' Unions stands for fair higher education as an advocacy organization for **accessibility**, that regardless of social or economic background, everyone has a chance to acquire high-quality education.

The most important goals of the Union of Estonian Student Unions as an interest protection organization within five years are:

- represent the interests of students nationally, internationally and locally in a research/evidence-based manner level in close cooperation with members and partners;
- increase the number of student representatives who are aware of higher education issues;
- increase students' awareness of their rights and obligations;
- apply for sustainable state support for high-quality higher education.

The more precise goals of EÜL's interest protection are set out in EÜL's public policy [positions](#)

in the document.



EÜL as a network

As a network, the Union of Estonian Student Unions stands for **the vitality of the student movement**, that the EÜL member offices are capable enough to implement a common vision. For this purpose, EÜL promotes wider involvement of the student body in the decision-making processes of higher education institutions and student activism.

The most important goals of the Union of Estonian Student Unions as a network in the next five years is:

- ensure a sense of community among representatives of student councils through a unified identity and direct communication;
- bring the membership closer to each other with joint events and experiences;
- increase the awareness of the membership about their roles, tasks and of possibilities;
- to ensure the involvement and development of the membership in the field of education and advocacy.

The comprehensive goals and communication activities of EÜL as a network are set out [in the strategy of the EÜL network](#).

EÜL as a social enterprise

The Estonian Student Union operates as an innovative **social enterprise**¹, to exist resources for independent and impartial implementation of interest protection. For this purpose, EÜL provides itself performance and competitiveness in the field of business.

¹ Social enterprises are organizations with a social purpose that use to achieve their goals entrepreneurship. (<https://sev.ee/mis-on-sotsiaalne-ettevotlus/>)



The most important goals of the Union of Estonian Student Unions as a social enterprise for the next five years during is:

- create and implement the EÜL business plan;
- diversify income sources and make them sustainable;
- to direct at least 51% of the profit from business to the successful implementation of interest protection;
- raise the awareness of the member associations about EÜL's social entrepreneurship.

The goals of EÜL's business area are set out in EÜL's business plan document.

MONITORING THE PERFORMANCE OF THE DEVELOPMENT PLAN

The development plan is implemented through annual action plans and is divided into topics related. Strategic goals are implemented through smaller, directly measurable activities that are stipulated in the annual action plans. The metrics provided in the action plan must be develop or remain at the same level.

The board of EÜL is responsible for the implementation of the development plan, the general meeting monitors and controls it the supervisory committee using the metrics provided in the action plan. The board gives two to the general meeting report once a year on action plans and once a year (in autumn) on the implementation of the development plan.