

SWE-001 MOTION FOR SI GA 2015

Subject Working Group: Technology - Future

Title of motion

Actively work towards a rejuvenation of Servas

National secretary and national member group proposing motion

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Summary of the motion

Servas International and the Servas National Groups shall actively work towards a rejuvenation of Servas.

We propose that SICOGA 2015 nominates a workgroup of at least five people who will have the task of promoting the rejuvenation of Servas.

Background information and reasons for proposing the motion.

For a number of years, Servas Sweden has seen a downward trend in the numbers of its members and that the average age of the members has risen.

Only 6% of the hosts are 45 years old or younger.

The numbers of Lol (Letter of Introduction) issued by Servas Sweden has dropped in recent years: from 150 Lol in 2010 to just 60 in 2014. The majority of travellers were born in the 1940's and 50's.

Even if we have no access to statistics from other National Groups, Servas Sweden believes that all National Groups should give priority to increasing the numbers of younger members in Servas in order to secure the future existence of the organisation.

Examples of possible fields which the proposed workgroup could work with.

The workgroup will decide themselves which projects they wish to work with during the period leading to the next General Assembly. EXCO will be consulted and have the final decision on which projects will be put into operation. Naturally, the workgroup can cooperate extensively with other groups, such as the Youth Team

We suggest that the workgroup could work with the following:

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| <ul style="list-style-type: none">- They should investigate how different National Groups work for rejuvenation. The results should be collected and circulated to all other Servas groups, thus helping to spread good ideas.- They should design and drive a project with the aim of showing that Servas is even suitable for families with children. This could include:<ul style="list-style-type: none">o Collecting testimonials from young families on what it is like to travel with Servas with children. These reports, together with pictures, can later be used on the new international website with the aim of showing that Servas is ideal even for young families. Of course, each National Group may also publish these reports on their own websites.o The workgroup should take a close look at how the views of young families can be included in the new digital platform. They can suggest topics that a young family might search for, e.g. hosts willing to accommodate young families, or the interests of both |
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adults and children in a host family, etc.

- The workgroup should initiate work to ensure that *servas.org* readily appears in internet searches, in other words, that Servas appears in relevant searches, both in Googles ordinary searches (SEO*) and with financed advertising (SEM*). The workgroup's role in this will be to find people within Servas who are experienced in optimizing search-engines and search-engine marketing, and who are willing to give their time and effort to make *servas.org* effectively searchable.

*SEO - Search Engine Optimization

*SEM - Search Engine Marketing

Likely benefits for Servas International and national groups if the motion is passed.

The work of the group should be published in an annual report to EXCO.

Furthermore, a report of the work and results should be presented at the next General Assembly. The report should include examples of what has been done and even membership statistics, divided into different age groups, which show national and international trends.

A strategy for future work should also be presented.

Resource implications if the motion is passed in terms of time, human resources and specialist expertise.

The workgroup should comprise at least five people including one chairperson. Each member of the group shall be willing to devote time and effort to completing the projects.

A deep interest in attaining the aims of this workgroup, good organisational skills and the ability to express oneself clearly in English. It is important that the group should include representatives from different parts of the world. The ability to use spreadsheets (MS Excel, or similar).

What are the budget implications, if any, of the motion for Servas International and for national groups in the short and longer term?

The workgroup should conduct its meetings by teleconferencing, e.g. Skype, which means no costs.

The workgroup should be responsible for the budgeting of any projects that they initiate.

The workgroup shall start by making a project plan and a relevant budget which shall be presented to EXCO for their decision.

Who should be responsible for the actions arising from the motion in terms of planning, development and management, for example which officer within SI Exco or SI Committee.

Would there be implications for the Servas International statutes if the motion is passed?

No

What is the likely impact if the motion is not passed?

If active measures are not taken then, in many countries, Servas membership will reduce and in some cases Servas could cease to exist. This trend will even affect the countries which have a growing membership, as there will be fewer hosts who can be visited.