

COTEC Action Plan 2020

Strategic Aim	Key Objectives	Action	Locus of responsibility
Develop political and strategic partnerships locally, nationally, and European wide to increase our presence and visibility in addressing societal issues and to promote an occupational perspective of life.	Increasing occupational therapists' awareness about the importance of mutual collaboration and partnerships to develop OT and COTEC, contributing from their respective roles in society such as practitioner, teacher, researcher, student and citizen.	Encourage all Members to be active participants in responses to consultations and calls to action by means of social media and website and to disseminate COTEC Newsletters.	Member Associations
	Encouraging and facilitating members of COTEC to be visible partners in different interdisciplinary projects and actions.	Expand the Register of Experts to identify and invite strong representatives to key projects e.g. European Health Policy Platform, EUPHA, EFPC, Health First Europe, EPF, WHO Europe and EFIC.	Member Associations Executive Committee Register of Experts
	Increasing collaboration with the third sector, service users and other social actors (social partners such as NGOs, associations, cooperatives, community groups and others).	Assessing the reasons for the collaboration with NGOs in particular against a set of criteria.	Executive Committee GA Representatives
	Raising awareness of the importance and contribution of Occupational Therapy in health and social systems among the public, community, opinion makers, politicians and decision makers.	Respond to consultations and proactively create position statements of key policy interest.	Executive Committee Member Associations Register of Experts

	Improving the occupational perspective and voice in current dialogues, influencing the development of decisions at the local/national/international political agenda on issues such as: human rights, poverty, citizenship, education, health, disability, employment, sustainable development, migration and refugees, by responding to consultations and commenting on European roadmaps.	See above; and also create a common overarching presentation to inform others about occupational therapy and keep it updated.	Executive Committee Member Associations Register of Experts
	Involving occupational therapists at a European level by e.g. sending representatives/experts to attend meetings relevant to occupational therapy, providing information about occupational therapy as resource (e.g. in position papers, on website, newsletter and mails), engaging occupational therapy experts in European events, sharing information on European policies and initiatives.	Identify key conferences and events that OT should be at and identify the best representatives to attend and keep Members informed.	Member Associations Executive Committee Register of Experts
	Defining a Fund-Raising project at the EU with the collaboration of at least four COTEC Members with a content relating to this key objective.	For Member Associations to initiate.	Member Associations
	Developing branding and communication strategies. Developing the protocols for use in external communications and with other agencies.	Implement and use consistent communication protocols.	Executive Committee VP Administration COTEC Office

<p>Ensure that COTEC engages with and inspires its Member Associations and their members to continue to deliver high quality occupational therapy and occupationally based, evidence informed services in existing and emerging areas of practice.</p>	<p>Creating effective communication strategies by establishing communication channels for Members - website, newsletters, social media and emails.</p>	<p>Reassess the Communication Strategy for effectiveness in communicating with Members. Identify those Member Associations in need of support and encourage partnerships.</p>	<p>Executive Committee Member Associations COTEC Office</p>
	<p>Supporting the creation and distribution of information concerning European health, social and educational policy.</p>	<p>Ongoing and sustain.</p>	<p>Executive Committee Member Associations COTEC Office</p>
	<p>Promoting our key affiliations, e.g. Occupational Therapy Europe and WFOT, developing a unique brand and style for use in public relations and marketing.</p>	<p>Ensuring the new corporate identity is adhered to and advising on the use of logos etc.</p>	<p>Executive Committee COTEC Office</p>
	<p>Supporting the development of Member Associations (see the full Strategic Plan for examples).</p>	<p>Offering support and advise as requested or needed.</p>	<p>Executive Committee</p>
<p>Continue to work towards the development of a sustainable network organisation by improving member engagement and ensuring that every occupational therapist understands the importance of being a member of their national association and pride in belonging to the community of occupational therapy.</p>	<p>Continuing the review and development of robust governance procedures by ensuring that COTEC's governance documents guide the operations of the organisation to provide openness and transparency of all activities on behalf of Members.</p>	<p>Review procedures in readiness for the Strategic term of 2021 - 2024.</p>	<p>Executive Committee led by VP Administration COTEC Office</p>

		Succession planning including the option of reviewing the Executive Committee positions.	Executive Committee Electoral Committee Member Associations
	Building and maintaining a professional network by updating contact details of all Members and sharing these with Members on a protected website and maintaining Expert groups and identifying further experts through Member Associations.	Member Associations provide correct contact details at least once a year, looking at compiling with the European GDPR.	Member Associations COTEC Office
	Engaging members in COTEC's work to support professional development by informing Expert groups about opportunities for collaboration and holding a joint congress every 4 years.	Promote attendance at the Congress 2020.	Executive Committee Organising Committee of the 2 nd COTEC-ENOTHE 2020 Congress COTEC Office
		Exploring the feasibility of creating an honorary fellowship and fellowship scheme for COTEC.	Executive Committee
To collaborate with ENOTHE and establish a new European umbrella organisation to coordinate and strengthen the impact of Occupational Therapy in Europe.	Developing an organisational structure to facilitate communication, joint decision making and effective administration – while preserving the autonomy of the respective organisations, including research.	COTEC President and Vice President are members of the Occupational Therapy Europe Coordinating group and the Vice President is co-opted to the ROTOS Standing Committee.	President Vice President COTEC Office



	Engaging in joint projects e.g. mental health, older citizens, refugees to promote occupational therapy practice, education and research in addressing European issues.	Continue to work on joint projects within the agreed financial limits.	Vice President Finance Appointed members of project groups
	Organising joint congress every four years based on the results of feedback and consultation about what best meets the needs of the profession in Europe	Finalising the details of the 2 nd COTEC-ENOTHE 2020 Congress program.	Vice President Administration COTEC-ENOTHE Congress 2020 Organising Committee
	Developing technically and visually compatible integrated websites and collaborating in developing marketing/branding formats and strategies.	Maintain the individual and joint websites and ensure currency to support the development of a European Community of Occupational Therapists in conjunction with the other Occupational Therapy Europe branches.	COTEC website administrator COTEC Office
	Supporting the development of a European Community of Occupational Therapists	Continue to develop the governance documentation for Occupational Therapy Europe;	President Vice President Executive Committee Member Associations
		Maximising the use of the Occupational Therapy Europe Register of experts.	



		Launch Occupational Therapy Europe at the 2 nd Joint COTEC-ENOTHE Congress.	
--	--	--	--