

Proposed Action Plan for 2017 – to be discussed

This draft Action Plan for 2017 is presented in the knowledge that the Strategic Plan 2017-2020 has not been formally adopted by the GA. The Strategic Plan 2017-2020 will be voted on at the 2016 GA in Galway and, if accepted, will form the basis of the Action Plan 2017. Given that the next GA meeting will not take place until October 2017, the Executive Committee thought it is sensible to prepare a draft Action Plan 2017 for comment and discussion at the 2016 GA. This draft document is presented against that context.

Strategic Aim	Key Objectives	Action	Responsible persons
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.	Developing branding and communication strategies.	Establish branding protocol for external communications with other agencies.	Executive Committee
	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 e mail and website.	Executive Committee Member Associations
	Encouraging and facilitating members of COTEC to be visible partners in different interdisciplinary projects and actions.	Use the Register of Experts to identify and invite strong representatives to key projects e.g. EFPC, EPHA, EPF, WHO.	Executive Committee Member Associations Register of Experts
	Increasing collaboration with the third sector, service users and other social actors (social partners such as NGO, associations, cooperatives, community groups and others).	Review and clarify our collaboration with NGOs in particular.	Executive Committee Member Associations

	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.	
	Involving occupational therapists at a European level by e.g. sending representative/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	Executive Committee Member Associations Register of Experts
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.	Creating effective communication strategies by establishing communication channels for members - website, newsletters, social media and emails.	Review Communication Strategy for effectiveness in communicating with members	Executive Committee Member Associations
	Supporting the creation and distribution of information concerning European health, social and educational policy.		Executive Committee

	Promoting our affiliations with other partners such as ENOTHE and WFOT, developing a unique brand and style for use in public relations and marketing.		Executive Committee
	Supporting the development of member organisations (see the full Strategic Plan for examples).		Executive committee
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.	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	Review and update procedures as necessary. Review and update banking arrangements to ensure sound and appropriate banking facilities are available.	Executive Committee led by VP Administration and VP Finance.
	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.	Create an up to date register of all member contact details, which relies on representatives of National Associations providing correct and timely information.	VP Administration Member Associations
	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.	Nominate MA representatives to be part of the Organising Committee for the 2020 Congress.	Member Associations

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.	By the end of 2017 to have held at least one meeting of Presidents and first VP of COTEC, ENOTHE and researchers to identify and possibly implement cost effective ways of working together e.g. a potential shared office facility with shared processes.	COTEC, ENOTHE and research. VP Administration and ENOTHE office coordinator.
	Engaging in joint projects e.g. mental health, older citizens, refugees to promote occupational therapy practice, education and research in addressing European issues.	Identify two joint projects informed by key policy areas	COTEC, ENOTHE and research
	Organising joint congresses every four years based on the results of feedback and consultation about what best meets the needs of the profession in Europe	Collect and evaluate feedback from 2016 to inform 2020 Congress.	COTEC, ENOTHE, AOTI and team Galway
	Developing technically and visually compatible integrated websites and collaborating in developing marketing/branding formats and strategies.	Continue to refine the individual and joint websites and ensure currency. Identify responsible person in each organisation with authority to maintain individual and joint websites.	IT Board members
	Supporting the development of a European Community of Occupational Therapists		COTEC, ENOTHE and Member Associations