



# **BETA Netherlands Policy Plan 2024-2026**

**Bringing Europeans Together Association (BETA) Netherlands**

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## Vision and mission statement

### Vision

The vision of the Bringing Europe Together Association (BETA) Netherlands is to create and sustain a dynamic community of young individuals across Europe, particularly those based in or around the Netherlands, who are interested in becoming more active, engaged, and informed about European and EU politics.

Historically, we have observed a significant level of disengagement among young people in the Netherlands, not only with national politics but also with European and international issues. This apathy can often be attributed to a lack of understanding of these topics. For many young people, Europe is perceived as a distant and complex system, difficult to grasp and engage with. Moreover, many social media platforms often contribute to this challenge by presenting European politics in oversimplified and polarizing ways that fail to resonate with younger audiences.

Our vision is to collaborate with this demographic, providing them with a clearer and more accessible understanding of European politics, helping them become more informed and engaged participants in the political process.

### Mission

Inspired by Model United Nations (MUN) simulations, BETA Netherlands is dedicated to providing young people with the opportunity to deepen their understanding of the European Union through similar simulations known as Model European Union (MEU). We believe that engaging with the EU through simulations and roleplay is one of the most effective ways to inspire young people to actively participate in the EU's democratic processes.

Our political simulations replicate the EU's decision-making procedures, offering a novel way for young Dutch and European citizens to engage with current political issues while developing their knowledge of legislative processes. By assuming the roles of Members of the European Parliament or Ministers in the Council of the EU, participants gain a greater appreciation for the political negotiations and processes that shape EU legislation.

Through this hands-on learning approach, we aim to provide our participants with deeper insight into the EU's decision-making processes, demonstrate the Union's impact on their lives, and foster the development of both political and practical skills within the context of European politics.

In our activities, BETA NL wants to offer its participants the following things:

- **Knowledge of the EU institutions:** In MEU Netherlands we simulate the "trias politica" of the EU: The Council of the European Union, the European Commission and the European Parliament. These three distinct institutions, each with its own composition, powers and political weight, that yet collaborate to shape European legislation. While extensive literature exists on this "political triangle", the most effective way to understand their interaction is through practical experience in a simulation.
- **Affinity with EU law:** As our work within the MEUs involves fresh or newly proposed legislation, participants are encouraged to familiarize themselves with these laws, thereby deepening their understanding of the European law. This approach makes the EU legislative process accessible to all participants, whether they are beginners or experienced law students. Furthermore, it highlights the key political challenges within legislative proposals.

- **Political skills:** In MEU NL, participants engage in debates and negotiations to propose legislative changes aligned with their assigned roles of either MEPs or Ministers. Throughout this process, they also develop valuable political skills, including understanding which proposals are viable, recognizing what should be avoided in the discussion, and identifying potential allies or councilors to include in coalitions in order to achieve their objective.
- **European and international friends:** Participants in MEU NL come from across Europe and beyond, resulting in a highly diverse group in terms of nationality, gender, and academic background. The friendships formed during an MEU tend to be long-lasting, providing participants with a valuable new network across Europe. These friendships a lot of times bring to a lot of international cooperation, increase tourism throughout Europe, and ensure a high amount of cultural exchange.
- **Eloquence:** By actively engaging in debates within the Council of the EU and the Parliament, participants will naturally enhance their public speaking skills in English, gradually improving their ability to communicate more clearly and effectively.
- **Interest in politics:** We aim to demonstrate to young people in the Netherlands the significant role they play in (European) politics. As the future of our society, their engagement is crucial, yet voter turnout among this demographic is often low and the political apathy is high. BETA NL seeks to inspire, motivate, and encourage

young people to actively participate in the political life of both the Netherlands and the European Union.

## Purpose

In summary, BETA Netherlands is dedicated to engaging young people with European politics and fostering the development of their political skills through interactive simulations. Our primary objective is to create meaningful opportunities for youth to understand and participate in the political processes that shape the European Union. We aim to accomplish this by organizing the Model European Union Netherlands simulation, along with its subsequent annual editions, which provide participants with a hands-on experience of European decision-making. Additionally, BETA NL organizes a range of supplementary activities focused on the European Union within the Netherlands such as workshops, mini-MEUs, model European Councils, etc. This helps further promote awareness, engagement, and activate participation of youth in European affairs.

## History

After completing a few Model United Nations (MUN) simulations, a group of European students recognized the need for a similar political simulation focused on the European Union, the world's largest intergovernmental organization. This vision led to the organization of the first Model European Union in Strasbourg in the spring of 2007. Following this inaugural event, annual simulations have been held at the European Parliament and various other locations across Europe. Soon after, the first Bringing Europeans Together Association (BETA e.V.) was founded in Mainz. However, until 2019, no such organization existed in the Netherlands. In response, three students took the initiative to establish BETA Netherlands, with the goal of organizing European political simulations and fostering greater engagement with EU politics in the Netherlands.

Since then, BETA Netherlands has seen 4 boards, currently the fourth board being in charge of the association. There have been four successful Model European Union Netherlands simulations – in 2019, 2020 (online), 2022 and 2023, with the first one having taken place in Delft, and the rest taking place in Den Haag at De Haagse Hogeschool. The current board has as its mission the continuity of this tradition, with the development of various new simulations – such as model European Council.

## Organizational structure

BETA Netherlands is an association composed of individual members who are affiliated with the organization or its activities in some capacity. Membership is open to those who have a connection with BETA NL, whether through direct involvement or through an interest in its mission and events. The association's General Assembly is responsible for electing the Management Board, which oversees the strategic direction and day-to-day operations of the organization.

The Management Board is tasked with ensuring the long-term sustainability and growth of BETA NL, maintaining its relevance and value for future generations. This includes a variety of responsibilities, with a particular focus on:

- **Financial Oversight:** Ensuring the financial health of the organization, including managing budgets, fundraising, and securing funding resources.
- **Legal Compliance:** Addressing the legal obligations of the association to ensure it operates in accordance with relevant laws and regulations



- **Volunteer and Partner Network Management:** Cultivating and maintaining a strong network of volunteers, collaborators, and partner organizations that contribute to the success of BETA NL's initiatives.
- **Knowledge Retention and Exchange:** Facilitating the exchange of knowledge and experience both within the association and with external partner organizations, ensuring that valuable insights are shared and built upon across the organization.

A key objective of BETA NL is to organize an annual Model European Union event. The planning and execution of this event is managed by a dedicated committee, known as the MEU Team, which operated under the guidance and oversight of the Management Board. The roles of both the Management Board and the MEU Team are crucial to the success of the event, and their responsibilities are outlined in greater detail below.

## Management Board

The decision-making body of BETA Netherlands is the Management Board. It also handles the operational work covering BETA NL itself, the annual Model European Unions, as well as all other events such as mini-MEUs, mini-European Councils, and workshops for both members and external participants.

## President

The president holds the overall responsibility for managing and overseeing all activities and operations conducted under the BETA Netherlands organization. This includes not only strategic leadership, but also the identification, cultivation, and establishment of key partnerships that align with the organization's mission and objectives. The president plays a pivotal role in supervising and coordinating the work of all team members, ensuring that tasks are executed efficiently and in line with the organization's goals. Additionally, the president is charged with the general management duties, including

the development of organizational plans, as well as leading both virtual and in-person board meetings. A crucial aspect of the role is maintaining adherence to the principles and guidelines set forth in the organization's statutes, ensuring that all actions taken are in compliance with BETA Netherlands' legal and ethical framework.

## Vice President

The Vice President of BETA Netherlands is responsible for driving strategic planning and development, working closely with the board to set long-term goals and identify growth opportunities. This role also includes overseeing membership management, ensuring the organization attracts and retains an engaged member base. The Vice President acts as an advisor on project management, helping ensure initiatives are delivered effectively. Additionally, the Vice President is responsible for forecasting the organization's future direction and developing marketing strategies together with the Marketing Coordinator and the PR & Outreach Coordinator, while also fostering key partnerships to support BETA Netherlands' mission and visibility.

## Secretary

The Secretary of BETA Netherlands is responsible for ensuring smooth administrative operations within the organization. This includes taking accurate and timely meeting minutes and maintaining thorough records of all board meetings. The Secretary oversees membership registration, ensuring all member information is up to date and properly documented. In addition, the Secretary manages the BETA Netherlands Drive, organizing and storing important documents and files. The role also involves handling general logistics, including coordinating the preparation and distribution of organizational materials, and ensuring proper documentation for all activities and events.

## Treasurer

The Treasurer of BETA Netherlands is responsible for overseeing the organization's financial health and ensuring proper financial management. This includes maintaining accurate bookkeeping records and closely monitoring all expenditures to ensure they align with the organization's budget. The Treasurer works in collaboration with auditors, ensuring timely communication and compliance with financial regulations. Additionally, the Treasurer is responsible for monitoring the payment of the annual membership fee, ensuring that all members fulfill their financial obligations in a timely manner. For bookkeeping purposes, the Treasurer uses apps and websites such as e-boekhouden.nl and Airtable.

## Marketing Coordinator

The Marketing Coordinator of BETA Netherlands is responsible for executing the organization's communication strategy. This includes managing and producing content for social media platforms, such as Instagram and Facebook, to enhance visibility and engagement. The Marketing Coordinator also oversees graphic design, ensuring that all visual materials align with the organization's branding, and is responsible for using tools like Canva to create compelling designs. The role ensures consistent, professional and effective communication across all platforms to promote the organization's mission and activities.

## PR & Outreach Coordinator

The PR & Outreach Coordinator of BETA Netherlands is responsible for building and managing strategic partnerships that align with the organization's goals. This includes developing and executing marketing strategies to enhance the organization's visibility and strengthen its external relations. The role also involves maintaining relationships with key stakeholders, partners, and the broader community to foster collaboration and support.

Additionally, the PR & Outreach Coordinator plays a key role in event management, ensuring that BETA Netherlands' events are well-organized, promoted effectively, and align with the organization's mission and objectives.

## Director General of MEU Teams

The Director General (DG) serves as the leader of the MEU Netherlands team, overseeing the workload and responsibilities of all team members. In this capacity, the DG collaborates closely with the Management Board, providing regular updates and consulting with them on key decisions. While the DG holds executive authority over the MEU project, the Management Board retains the right to veto certain expenditures, though their primary role is typically advisory. Historically, the DG has also been a member of the Management Board; however, this is not a requirement, and the position may be held by an individual outside of the organization, provided there is alignment in vision and willingness to collaborate. Last, but not least, the DG is responsible of applying to grants that offer financial support to events such as MEU Netherlands. In the past – the income for the event came from Erasmus+ grants and projects.

## Deputy Director-General(s)

Historically, MEU Netherlands has appointed two Deputy Director Generals (DDGs), each with distinct areas of responsibility: one oversees the Content Team, while the other manages the Operational aspects of the event.

## Deputy Director-General Content

The Deputy Director-General (DDG) for Content is responsible for the effective management and operation of the Content Team, ensuring that each role is filled by

individuals with appropriate expertise or a strong willingness to acquire new skills. The DDG for Content first collaborates with a “right-hand”, typically the Head of Content, to oversee the selection of topics for debates, determine the event structure, and conduct interviews with candidates for key content-related positions, including Chairs, Commissioners, Legal Advisers, Journalist Coordinators, and, in some cases, Political Advisers and Lobbyist Coordinators.

The Head of Content is primarily responsible for the overall quality and development of content, often taking charge of creating the detailed explanatory materials, such as the Content Manual, which outlines each role and provides comprehensive information necessary for the MEU. In contrast, the DDG for content focuses on team management, ensuring that all team members fully understand their responsibilities and feel supported and comfortable within the team. This includes fostering a collaborative environment where team members can thrive and contribute effectively to the content development process.

### Deputy Director-General Operations

The Deputy Director-General (DDG) for Operations is responsible for overseeing the logistical aspects of the event, ensuring all operational needs are met efficiently. Typically supported by a Logistics Officer, the DDG Operations coordinates all essential elements including catering, accommodation, and venue arrangements for the duration of the event. Additionally, the DDG plays a key role in organizing non-mandatory social activities, such as Euro-Fest (a cultural fair where participants can represent their countries through food and beverages), karaoke nights, pub quizzes, and other social events.

A critical responsibility of the DDG for Operations is negotiating prices and obtaining quotes from service providers, including catering companies, hotels, and vendors for social events, ensuring cost-effective and high-quality services. The DDG is also tasked with drafting the Participants Manual, a comprehensive guide that includes crucial information about event locations, transportation, and other logistical details.

Furthermore, the DDG for Operations works closely with the Participants Coordinator, who is responsible for creating and reviewing the participants' application forms. The Participants Coordinator ensures that all applications are processed, participants are properly vetted, and roles are divided accordingly. Together, the DDG and the Participants Coordinator also manage participant well-being during the event, including addressing any emergencies that may arise.

## Organizational values

### A Meritocratic Structure

At BETA Netherlands and therefore MEU Netherlands, we adhere to a meritocratic structure, ensuring that volunteers progress through roles based on their performance and dedication, rather than longevity. Volunteers at the "Officer" level are eligible for more senior roles, such as "Head" positions, in the following year. Similarly, individuals in "Head" roles may advance to more senior leadership positions, such as Deputy Director-General (DDG) or Director-General (DG), in subsequent years. This progression is designed to foster a dynamic, educational environment where new talent is consistently integrated, and all team members benefit from growth and development opportunities. The goal is to continually involve new people while providing a rich, educational experience for all participants.

### Low-Stress, High-Quality Organization

Effective planning is key to ensuring a well-executed MEU event without causing undue stress. To minimize pressure on team members, planning must begin well in advance. For a summer event, the team should be largely in place by end of fall, with the overall event planning completed by mid-winter. An open call for participants should take place in early spring to allow ample time for extensions, re-planning, and re-budgeting if

necessary. By proactively managing workloads and expectations, we mitigate stress and reduce the likelihood of errors or conflicts.

## Transparency in Communication

Clear, open communication is essential to the functioning of the directorate. All team members, as well as the Management Board, should have access to the necessary information, ensuring transparency in all aspects of decision-making and operations.

## Education as the Foundation

As an educational organization, BETA Netherlands, and therefore MEU Netherlands prioritizes the development of its volunteers. Every individual in a role above the "Officer" level is expected to take a mentoring approach, fostering the personal growth of their team members. Heads of teams should focus on the development of their volunteers, while the directorate is responsible for guiding the Heads. Volunteers at the "Officer" level are encouraged to pursue personal growth through learning and skill development.

## MEU Netherlands as a Community

We believe in fostering a strong community within MEU Netherlands. Former participants and team members receive limited preferential treatment when assembling a new team, as this helps maintain continuity and strengthens the sense of community. This practice adds a unique character to the event and contributes to its long-term success.

## Cost Considerations and Quality Expectations

The Netherlands is an inherently expensive country, which means participants will incur costs for items such as food, accommodations, and souvenirs. In turn, they expect a high-quality, well-organized event. The MEU Netherlands directorate is responsible for

ensuring that all logistical aspects of the event are thoroughly planned in advance, with clear, detailed structures in place to ensure everything runs smoothly and on time.

## Management Board

### Professional Conduct

Board members are expected to maintain the highest standards of professionalism at all times. As representatives of the organization, their actions, both public and private, should reflect positively on MEU Netherlands. Board members must prioritize the association's interests over personal concerns and should avoid involvement in unnecessary drama or conflicts. However, they must remain steadfast in upholding the shared values of the organization.

### Clarity of Role and Oversight

The Management Board is responsible for establishing a clear framework for the MEU Netherlands directorate, balancing the directorate's autonomy with the need for financial and legal oversight. While the directorate should have the freedom to make professional and creative decisions, the Management Board provides oversight primarily concerning financial and legal matters. The details of event content, such as topic selection or graphic design, fall within the directorate's purview.

### Role within BETA Europe

As a member of BETA Europe, BETA Netherlands must fulfill its responsibilities with integrity, ensuring that BETA Europe operates transparently and responsibly, particularly in financial matters. The General Assembly should focus on issues that benefit the entire network, avoiding personal conflicts. BETA Europe should strive for sustainable growth, with long-term projects backed by concrete plans to ensure consistency and quality. BETA board members are expected to uphold a strong track record of ethical conduct and responsible management.



## Responsible Growth

The Management Board should pursue responsible growth for MEU Netherlands. This means expanding projects and initiatives gradually, ensuring that human resources are not over-stretched and that volunteer burnout is avoided. While rapid expansion may attract attention in the short term, it increases the risk to the organization's long-term sustainability. Responsible growth allows projects to be extended year after year without jeopardizing the well-being of volunteers or the quality of the event.

### “Ask Questions Until You Understand”

At MEU Netherlands, we encourage a culture of inquiry. Rather than "fake it till you make it," we prioritize gaining a thorough understanding of all aspects of our work. If something is unclear, team members are encouraged to ask questions and seek advice from experienced individuals within the BETA Netherlands community or the broader BETA network. There is no shame in asking for guidance—only in failing to ask and making avoidable mistakes.

### “An Advisor is Just That: An Advisor”

While advice is valuable, ultimate decision-making responsibility lies with the board members. When making decisions, particularly those that carry significant consequences, board members must take full ownership of the outcome. It is essential to gather insights from multiple perspectives and inform oneself thoroughly before committing to a course of action. Ultimately, decision-makers must accept the responsibility for their choices and the impact they have on the organization.

## Financial Strategy

### Overview

As an organization focused on organizing large-scale events, it is essential to remain acutely aware of the financial risks associated with this sector. Large events are complex undertakings, involving numerous moving parts, and require both effective governance and robust financial planning. To mitigate potential risks, it is crucial to establish a substantial financial buffer capable of addressing the most significant challenges that may arise during event planning and execution.

Given the relatively young age of our organization, we are still in the process of fully implementing some fundamental financial management principles. A key concern is that our current structural income does not yet cover ongoing operational expenses, such as banking and accountancy fees, with potential future costs in areas like IT infrastructure. To address this, it is vital that we expand our membership base to ensure a more consistent and sustainable flow of funds, enabling us to meet both our short-term and long-term financial obligations.

At present, the primary source of funding for BETA Netherlands is the Erasmus+ projects, which we apply for to support the organization of MEU Netherlands. Therefore, the Erasmus+ project funds go to securing the accommodation, catering, venues, transportation, and other necessary logistical points for MEU Netherlands. Usually, 10% of the whole grant is left untouched for emergencies. While this funding has been essential to the operation and success of our events, we recognize the importance of diversifying our revenue streams to ensure the long-term sustainability and growth of the organization.

Looking ahead, we aim to explore and secure additional funding opportunities by establishing partnerships with larger entities, such as embassies, prominent NGOs, and EU-related initiatives. We also plan to explore potential Dutch government subsidies available to organizations in the youth sector. By broadening our funding base, we will not only

strengthen our financial position but also enhance our ability to deliver high-quality events and further our mission. Expanding our network of strategic partners will provide us with the resources needed to scale our initiatives and ensure that BETA Netherlands continues to develop in the years to come.

## Additional Information

### Organization details

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### Management Board Details

The Management Board of BETA Netherlands activates on a volunteer basis. The Management Board is currently formed by the following people:

President: Elena Gladun  
Vice-President: Octavian Mocreac  
Secretary: David-Alexandru Goia  
Treasurer: Marisa De Schepper  
Marketing Coordinator: Antonia-Maria Cipcigan  
PR & Outreach Coordinator: Antoni Jakub Janicki