

# Shaping our Future

**10 October 2015      09:00**

## **Dialog Hall**

After a brief welcome address, Svein Berntsen presented the strategic plan of Lions International known as LCI Forward. It is a plan for the next 5 years and focuses on the further development and review of the principles and mission of the Lions Clubs, with special emphasis on service programme assessment. It is the aim of the organisation to improve the life of 200 million people through humanitarian aid projects by 2020. Lions must take up a leading role in the area of humanitarian aid. Apart from promoting and expanding the global priorities, Lions must communicate with the general public and make people aware of their activities. Lions must promote the Lions Club brand that must stand for clear values, in order to further enhance the visibility and recognition of the Lions clubs and their activities. By promoting the values and mission of the Lions, new members can be recruited.

The LCI Forward project of Lions Clubs International wants to support the individual clubs in the most effective manner possible in carrying out their local aid projects and services. For this reason, it needs detailed and up-to-date information on these activities. Through this project, in which consultancy firm Grant Thornton will evaluate and analyse the effectiveness of the various services and aid projects, LCI will be in a position to better understand the needs and motivations of local club members. On this basis, LCI can develop optimised support strategies that will form a solid foundation for the organisation's charitable work for the next 100 years.

This introduction was followed by a presentation of nine detailed questions. Subsequently, first impressions, ideas and suggestions for implementation were shared. The contributions by representatives from various countries already made clear that there are differing cultural, social and political attitudes that are likely to shape the focus, scope and approach for the future.

