



EDEN DIGITAL LEARNING EUROPE

# STRATEGIC PLAN

2023–2028



## Introduction and Background

EDEN Digital Learning Europe is an international educational association and not-for-profit organisation. As a professional community for smart learning, we foster knowledge exchange and enhance understanding among professionals in distance and e-learning, while promoting best practices and policies throughout Europe and beyond.

Founded in 2019, EDEN Digital Learning Europe emerged as a successor to the European Distance and E-Learning Network following the United Kingdom's departure from the European Community. We are open to both institutions and individuals involved in e-learning and open and distance education, striving to provide a comprehensive range of expertise, encompassing all levels of formal and non-formal education and training.

With a long-standing track record of fostering networking, international cooperation, and professional development, EDEN Europe's strong and active membership serves as a key asset. By joining EDEN Europe, you become part of the largest, most dynamically developing professional community of electronic distance education experts and practitioners. EDEN Digital Learning Europe is registered as a not-for-profit association under Estonian law.

Looking ahead, we have developed a strategic plan that focuses on five priority areas: growing and sustaining membership, strengthening knowledge-building events and activities, enhancing organisational efficiency, improving communication and dissemination, and playing an active role in shaping digital education policy and practice. By aligning our efforts with these priorities, we aim to drive our mission and create a meaningful impact in the digital education landscape.

## Our Vision

**Europe's leading network for advancing digital education.**

## Our Mission Statement

To advance digital education in Europe at all levels by serving the needs of our individual and institutional members through:

- providing a multi-stakeholder network for collaboration, discussion and professional learning
- acting as a knowledge building community for creating and sharing research-informed best practices and learning innovation
- being an advocate for open, inclusive and sustainable policies and solutions at regional, national, European and international levels.

## Our Core Values

At EDEN, we are committed to fostering a vibrant and collaborative membership-based organisation, driven by a set of core values that guide our work and unite our diverse community. Together, these values shape the foundation of our organisation and enable us to empower our members, promote positive change, and create a lasting impact on digital learning.

### **Integrity**

*characterised by honesty, transparency, and commitment to moral and ethical principles and demonstrated through consistent actions and decision-making for all members.*

### **Openness**

*defined by a willingness to listen, share, and engage in dialogue, embracing diverse perspectives and experiences, and fostering an inclusive environment that values transparency and collaboration among members.*

### **Innovation**

*influenced by a curiosity-driven mindset, a dedication to continuous learning and improvement, and the application of critical thinking and creative problem-solving skills to address emerging challenges and capitalize on opportunities for our members.*

### **Collegiality**

*characterised by a sense of camaraderie, mutual respect, and support among members, fostering a positive and collaborative environment where individuals feel valued and empowered to contribute to shared goals and objectives.*

### **Sustainability**

*informed by a commitment to long-term ecological, social, and economic well-being, guided by principles of responsible resource management, fair distribution, and the pursuit of solutions that balance the needs of the organisation with those of current and future members.*

## EDEN Priority Areas

At EDEN, we have identified five priority areas of equal priority\* to guide our strategic focus and drive our mission forward. These priorities are:

### **PRIORITY 1: Growing and sustaining membership**

*Who we are...*

We are dedicated to cultivating a strong, diverse, and engaged membership by implementing effective strategies, enhancing the participation of our fellows, mentoring new members, and prioritizing strategic partnerships. These strategic objectives will ensure a robust, diverse, and engaged member community that continues to thrive.

### **PRIORITY 2: Strengthening knowledge building events and activities**

*What we do...*

We are committed to organising knowledge building events and activities centres so that we can continue to provide valuable learning opportunities for our members. This includes organising conferences, workshops, and webinars, curating resources, fostering cross-country research collaborations, and supporting mentorship and peer learning programmes. These strategic objectives will foster continuous professional growth among members and influence innovation in digital education.

### **PRIORITY 3: Enhancing organisational efficiency**

*How we work...*

We strive for transparency, accountability, and continuous improvement, involving members in decision-making processes, leveraging technology for efficient operations, and ensuring sustainable budgeting and financing structures. These strategic objectives will contribute to a well-functioning and impactful organisation.

### **PRIORITY 4: Improving communication and dissemination**

*What we say...*

Our focus is on effectively raising awareness and sharing the impact of our work. This means maintaining an informative online presence, utilising social media and digital marketing strategies, producing regular newsletters and updates, engaging in public relations efforts, and creating engaging multimedia content. These strategic objectives will ensure our message reaches and resonates with our members and the broader digital education community.

### **PRIORITY 5: Playing an active role in shaping digital education policy and practice**

*How we influence...*

We aim to influence the future of digital education by engaging in research, collaborating with policymakers and stakeholders, contributing to the development of standards and guidelines, and advocating for inclusive and sustainable digital education policies. These strategic objectives will help us influence the future of digital education for the better.

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\* Approved in the EDEN DLE MB25, Dublin, June 17, 2023