



22nd World Conference  
Lisbon 2023

# **Activity Plan**

## ***A Strategy for growth***



**International Union of Tenants**  
***2023-2026***

# OVERALL OBJECTIVES



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*Action – not just words*

- **Increase awareness and membership, assist in strengthening tenants' organisations.**
- **Engage with other stakeholders**
- **Work with news sites, researchers, and**
- **Communicate IUT positions, publish reports**
- **Support national initiatives taken by member organisations.**

# ADVOCACY AND HOUSING POLICY

## OVERALL AIMS



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- **Aiming to realise the right of everyone to good housing, and to a sound and healthy residential environment, at an affordable and fair rent.**
- **Residential democracy and a right to tenant participation**
- **Security of tenure and rent limitations.**
- **Tenant protection against evictions**
- **Hazard control and healthy homes**
- **Tax neutrality regardless of the type of tenure.**
- **No discrimination regarding age, gender, race, ethnic background, disability, sexual orientation or religion**

# STRUCTURE:

- BOARD
- COMMITTEES
- SECRETARIAT

- No changes to staffing structure proposed
  - Statutes being reviewed.
    - Additional membership partnership group
  - IUT Network
  - Tenant Councils
  - Future working group committees
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# Membership recruitment

A core strategy

- Lockdown → challenges & opportunities
  - Attract existing and new associations.
  - Increase retention of existing members.
  - Re-establish inactive members.
- Goals in summary:
    - Sustain, retain & expand membership
    - Geographic expansion of IUT
    - In-person meetings
    - Strengthen ties outside of Europe
    - Assist in study visits & bilateral exchanges
    - Younger generation activists
    - Webinars
    - Start-up organisations

# PARTICIPATION IN NETWORKS

- Continue active participation in housing networks and committees.
- Follow activities of organisations whose goals are in opposition to IUTs objectives.
- National roll-out of action plans from networks in which IUT participates.
- Who: national associations with the support of IUT.

# ACTIVITIES



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- Respond to consultations by the UN, Council of Europe and other relevant international organisations.
- Monitor developments in relevant fields
  - Early planning for legislative or regulatory or interpretative changes
  - Keeping national tenant membership organisation informed
- Provide commentary to IUT member organisations on relevant matters
  - Keep them informed & permit feedback.
- Promote knowledge exchange.
- Solidarity activities
- Work with membership organisations to analyse issues and influence decisions that concern tenants and require international cooperation

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**KPI:** IUT engagement with stakeholders in digital and real meetings and events.

# AD HOC INFORMATION REQUESTS

## **Objective:**

To provide relevant knowledge to members, stakeholders and interested parties on demand.

## **Expected results:**

IUT needs the flexibility to react to changing information needs and to provide evidence on emerging, unforeseen issues which require action.

**KPI:** to ad hoc information requests – response x number of requests



# EVENTS

- **The World Conference 2023**
- **Board Meetings** twice each year in person
- **International Tenants Day**
  - annually first Monday of October
- **Promote campaigns** concerning Tenants' rights
- **Briefings** by specialists
- **Conferences, roundtables, ceremonies and seminars** and on **advisory boards.**
- **Engage with United Nations Special Rapporteur for Housing**
- **Engage with stakeholders** via partnership events
- **Set up seminars** on Teams/Zooms
- **Engage members** to produce webinars
- **Presentations by Member companies** to third parties/study visits.
- **Partner with UN agencies** such as the UN in New York, UN Economic Commission for Europe (UNECE) (Real estate working group) and UN-Habitat
- **Partner with the ENHR** – European Network for Housing Research and APNHR – AsiaPacific Network for Housing Research
- **Council of Europe**, collective complaints on housing and NGO working groups
- **Celebrate 100 year anniversary of IUT in 2026**

**KPI:** Programme delivery

# COMMUNICATIONS

- Priorities shaped by
  - Pandemic
  - War in Ukraine
  - Decisions made at 2023 world conference

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**KPI:** Website page views - increase

# COMMS STRATEGY

- WWW.IUT.NU website will continue to be developed.
- Global newsletter 4 times each year.
- Social media presence will be investigated, measured, and evaluated.
- IUT as PR matchmaker for press opportunities
- A webinar series will be arranged.
- Continued data management and visualisation capacity.
- Making experts and expertise more accessible.
- Monitoring current research and commission research.
- Collaboration with key partners
  - Targeted policy oriented contributions and initiatives & social media campaigns.
- Consolidation of the outreach work.
- Build on existing activities and partnerships.
- Dissemination information via printed material, and digitally
- Email marketing, social media communication, monitoring, press relations, press releases, media partnerships, and media monitoring.

**KPI:** Number of posts on news and events website

# Finances & Administration

- Prudent budgeting
- Sources of outside funding are to be investigated and reviewed.
- Membership fees are to be reviewed and costs are tightly controlled
- Efficient invoicing, transparent reporting and auditing.

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KPI; Budget implementation –  
target plus or minus 20 per cent.