

# Nordic Lions Cooperation NSR



Nordiska Samarbetsrådet - NSR

Nordic Cooperation Council

## NSR Renewal Report

By NSR OC



## Common Goals and First Steps of NSR Renewal



Goals were analyzed from the feedback of Nordic Lion Leaders

1. Efficiency - To use time on essential issues in NSR cooperation
2. To make NSR a respected partner in European Lions family
3. Effectiveness – To Strengthen NSR cooperation.

- CC Board tasked the OC to coordinate the work
- A survey was made by organizing a questionnaire to Nordic Lions
- Brainstorming at September workshop.



# Conclusions from the Questionnaire



## Efficiency – What is Important

### **In NSR cooperation**

1. Joint service projects within and outside the Nordic countries
2. Focus on visibility, PR and communication
3. Joint leadership training and membership programs
4. Strategic planning.

### **During NSR weekend**

1. Exchange of service ideas
2. Presentations on interesting subject areas
3. PR and visibility

### **At the meetings**

1. Exchange of ideas
2. Presentations on interesting subject areas
3. NSR management and guidance.



# Conclusions from the Questionnaire



## How to be Respected in European Lions Family

1. International service projects
2. Constructive proposals
3. Qualified lion leaders
4. Joint Nordic view
5. Ability to cooperate
6. Joint visibility and appearance.

### **Improved by**

1. Sharing information and ideas
2. Workshops at the NSR
3. Cooperating on the web in all Lions subject areas throughout the year.



# Conclusions from the Questionnaire



## Weaknesses of NSR Cooperation

1. PR and communication on NSR cooperation to the club level and members
2. This leads to lack of awareness
3. This leads to lack of interest
4. NSR Meetings are considered too formal and expensive
5. Problems in implementing cooperation, like lack of power, language problems, differences between the MDs and too few cooperation areas
6. NSR Bureaucracy is too slow
7. Lack of long term perspective in management
8. Too little service projects
9. Too little focus on membership development
10. Lack of unity in the Nordic Lions family.



# Conclusions from the Questionnaire



## Criteria of Strong NSR Cooperation

1. PR and communication on NSR cooperation to the club level and members, and internationally
2. United and respectful Nordic Lions Family working together
3. Joint cooperation in service projects
4. Joint leadership training
5. Wider cooperation in several subject areas
6. Forward looking and motivating management and leadership
7. Strong and efficient joint implementation of cooperation
8. Interesting, innovative and more relaxed meetings.



# Conclusions from the Questionnaire



## How to Strengthen NSR

1. Interesting meetings, virtual workshops and participation for all at low cost
2. PR and communication on NSR cooperation to the club level and members, and internationally
3. More joint meaningful service projects
4. Flexible and forward looking management
5. Wider involvement in implementing cooperation
6. Work as joint Nordic Lions family
7. Continue Renewal if necessary
8. Focus on leadership training
9. Improve administration
10. Membership development.



# Conclusions from the Workshop

## Sharing NSR Information



1. Sharing NSR information, first priority in order to improve NSR cooperation
2. NSR ambassadors to the MDs and Districts
3. OC members as the first PR and Communication managers/ambassadors
4. NSR information given to Lion leaders, members, to the public and internationally
5. Utilizing modern technology.

### Joint Service

1. Joint service makes NSR united
2. IR Committee or GST Group to collect joint service ideas - the first ones e.g. from the service recommendations given at the NSR
3. Catalogue of the best projects which the clubs or districts could join
4. GST Group to challenge Nordic Lions to give the same kind of service on about the same week
5. Nordic service stories in the Lion Magazines and at international Lions events
6. Exchange of service ideas at the NSR seminars.





## Next Steps of NSR Renewal



- More subject areas will already be involved in NSR cooperation
- The OC will work with other renewal ideas in the guidance of the CC Board – spring 2022
- Final conclusions in the next September workshop
- Proposals to be decided at NSR 2023.