



AESOP 2010

Dear CoRep member,

As was agreed during our last CoRep meeting in Leuven, you will find here the ideas of the ExCo outlining a kind of 'business plan' for AESOP. As AESOP is a non-commercial and a not for profit organization we suggest to speak simply about our mid-term 'plan' of activities and an according allocation of resources to the individual items. To keep matters short, in the following we first present our objective(s), followed by a general statement regarding the alternatives, and finally the budget forecasts which follow from variants of revised membership fees. We hope that on the basis of this information, you can have talks at your home base and develop a positive view on the suggested improvements.

AESOP Objectives until 2010

According to the ExCo view, AESOP's agenda at current can be captured in one overarching objective:

AESOP is the only representation body which brings together the Planning Schools of Europe. Given this unique position AESOP will strengthen its profile as a professional body (1). AESOP will mobilize its resources taking a leading role and entering its expertise into ongoing debates and initiatives regarding planning education and planning qualification of future professionals (2). AESOP will promote its agenda with politicians and all other key stakeholders (or actors) in place development and management across Europe (3).

From this objective a number of sub-aims, items, and main instruments follow:

- (1) AESOP celebrates its 20th anniversary in 2007. Up until today our association works with a voluntary structure, despite a large membership structure. To safeguard past work and sustain it in the future, AESOP urgently needs to establish a permanent office to support the work of the Secretary General and the President. In particular AESOP needs a better presentation using the WWW and other communication means, proper filing and archiving, keep routines for communication and dissemination, maintain data bases and communication channels, provide support for working groups, seminars, PhD workshops, and last but not least support for our annual conferences. Until 2010 we need to work on solutions towards these points.

Items:

- *permanent office to support SG and President, communication function & channels, data bases & routines;*
- *communications, improving WWW presence, digital dissemination*
- *scholarly activities like working groups, PhD workshops*
- *conferences, attract sponsoring*

- (2) AESOP clearly has a task to guarantee educational quality. This has both, an internal perspective relating to accreditation¹ (in teaching but also research), and the external perspective of a potential common platform for the definition of professional standards. AESOP needs to set up working groups continuing the work on the Bologna process and research quality². AESOP should also attempt to define core (minimum) requirements for planners³. Regarding the common platform, the president together with the ExCo and CoRep will closer cooperate with bodies like ECTP and ISOCARP.

Items:

- survey & critical observation on Bologna progress and impact,
- *survey on various aspects of assessments and quality control*
- *formation of working groups for preparation and discussion of professional policy*
- *accreditation of schools, programmes*
- *formation & consultation of PhD programmes,*
- building lists of experts
 - main instruments: working groups, commission of reports, counselling

- (3) AESOP needs to develop a strategy or a policy which helps strengthening the profile of planning and communicating the value of planning. We should attempt a better 'spatial literacy' of all actors and stakeholders to achieve a higher spatial quality. In addition, our particular concern should be with the new incoming members of the EU and associated partner countries, to help establish a European planning profession.

Items:

- *draft 'spatial literacy' strategy*
- identify stakeholders and actors
- *better liaison with new members and potential new members*
- *liaison with other associations and organizations*
 - main instruments: working groups, conferences/seminars/meetings/site visits, communications, WWW, working paper series (spatial literacy)

Budget implications

Above agenda is far from overambitious. Up until now the work inside AESOP developed already along those lines, not least in response to the interests of our member schools! Above suggestions, and in particular all items in italics, further complement our activities in a sensible way.

¹ In terms of accreditation, AESOP can take on different roles as coordinator of planning curricula; supporter, promoter, exchange facilitator; quality assurance; setting standards; external evaluator in accreditation process; setting admission criteria (especially for international students).

² One element regards in particular the identification of journals which are important for our profession – up to the point of embracing journals as official AESOP journals (as TCPA, RTPi and other bodies have already). Preferably and ideally, AESOP finds a multi-lingual journal – to make sure that our various languages do not lose definitional power over important societal developments in the face of an all too dominant Anglo-American publication sector. E.g. according to one model under discussion, this might include an extra of 50 EUR to the membership fee.

³ But in a non-cumulative way i.e. not referring to excessive lists of qualifications.

However, we should be clear in our ambitions:

1. The simple correction for inflation will bring the membership fee to 400 Euro. With this sum, AESOP will have difficulties to maintain the current level of activities and needs in fact to reduce services. According to the ExCo experience we have met the possible maximum of voluntary input to run AESOP.
2. A 30% rise⁴ will bring the membership fee to 520 Euro. The current activities can be maintained, and the reliance on the involvement of the members in AESOP activities will persist, making the organisation vulnerable. A case in point is the difficulty to find a 'web-wizzard' i.e. the person taking over the running and updating of our web pages.
3. A 50% rise⁵ brings the fee to 600 Euro. Now AESOP can provide more administrative support to maintain current activities which means lowering the workload for people involved in AESOP activities, making it easier to motivate people to be active within AESOP ultimately ensuring also better continuity. New activities can be developed, like a truly corporate communication strategy or the improvement of websites and other "delivery mechanisms". Also the support for thematic groups and for the working groups can be professionalized.
4. And finally, raising the membership fee to 750 Euro will allow us to form a permanent secretariat which would allow AESOP to develop into a professional organisation. Continuity is assured, current activities can be maintained and further developed (as in 3) and AESOP can play a real role like other professional organisations (ECTP, ISOCARP) as representative of planning education and research in Europe.

AESOP-Membership-Fees (Current)

Memberfee rates (since 01.01.2003)

AESOP operates the following fee rates:

Full member	€ 360
Associate member	€ 180
Corresponding member	€ 90
Individual member	€ 90
Retired Individual member	€ 60
Honorary members	free

Members allowed for reduced fee rates (since 01.01.2003)

Members from countries with a weak economical status are allowed for a 50% fee reduction. The classification is based on the yearly published figures by the World Bank Atlas (based on cross national income per capita, purchasing power parity PPP). At present, the classification for a reduced AESOP fee is allowed for countries with a PPP lower than USD 15.000.

Starting in 2003, the 50% reduction fee rates are as follows:

Full member	€ 180
Associate member	€ 90
Corresponding member	€ 45
Individual member	€ 45
Retired Individual member	€ 30

⁴ Note that this comes in addition to the inflation compensation.

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AESOP-membership fees were raised on January 1st 2003 in accordance with the introduction of reduced fees. The full rate was raised from 260 to 360 Euros, the fee for associate members from 130 to 180 and for individuals from 65 to 90 Euros (i.e. 38%). In addition a new category for retired (or unemployed) individual members was introduced (60 Euros / 30 Euros – reduced fee).

AESOP-membership-fees had been raised only one year before per January 1st 2002. The full rate was raised from 230 to 260 Euros (13%), for associate and corresponding members from 120 to 130 Euros (8%) and for individuals from 60 to 65 Euros.

The aim of AESOP treasury policy is to achieve a balanced annual budget (annual expenditure should not exceed income). Given the spending praxis of the last few years it has proved possible to achieve this aim.

Membership fees and congress contributions remain AESOP's main sources of income. Concern has to be expressed about the lack of income as a result of the global meeting in 2006 (WPSC Mexico). AESOP´05 Vienna, on the other hand, was very successful, bringing in more than expected and thus helping to compensate for the lack of income in 2006.

AESOP-Membership fees have not been raised for four years now and could be raised next time by January 1st 2008, which would mean five years of not having raised fees. The annual inflation rate (EU) was 2,1%. To compensate the inflation rate between January 1st 2003 until January 1st 2008 a raise of 11% would be appropriate (full member approx. 400 EUR).

Budget Forecast (2008-2010)

In terms of budget items, the main cost factor for the future is the *SG Secretariat*. The full personnel and operational costs will amount to 50.000 EUR per annum. This is at the moment as much as our guaranteed income (which already includes payments for a part-time SG support).

The table "AESOP budget forecast 2008-2010" shows various variants to cope with the AESOP-objectives 2010 (see: following page)

In order to maintain the quality of current services and improve them still (see above) and to bridge the arising gap between income and expenses (see below), it is suggested to raise the membership fees in an appropriate way.

The fee rates policy is subject of the Council.

The ExCo strongly recommends to support this important step towards a better and more efficient AESOP structure.

Helsinki, 26 June 2007

Peter Ache, AESOP-President
(o.b.o. AESOP-ExCo)

AESOP BUDGET-FORECAST 2008-2010

		360		360		11%; 60%	11%	11%; 60%	11%; 30%	11%; 60%; 25%	11%; 30%	
						599	400	599	519	749	519	
INCOME		2006	2006	2007	2007	2008	2008	2008	2009	2009	2010	2010
		Budget	actual	Budget	actual	Budget/v0	Budget/v1	Budget/v2	Budget/v1	Budget/v2	Budget/v1	Budget/v2
A	Membership Fees	41.000	39.511	41.000		41.000	68.265	45.510	68.265	59.163	85.331	59.163
B	Congress Contributions to AESOP:			6.650					7.000	7.000	7.000	7.000
	Grenoble 2004											
	Vienna 2005	15.398	15.398									
	Joint Conferences (WPSC/ACSP)	0				6.450	6.450	6.450				
C	Income out of Advertisement Business	300	1.895	2.000		2.000	2.000	2.000	3.000	3.000	3.000	3.000
Total Income		56.698	56.804	49.650		49.450	76.715	53.960	78.265	69.163	95.331	69.163

EXPENSES		2006	2006	2007	2007	2008	2008	2008	2009	2009	2010	2010
		Budget	actual	Budget	actual	Budget/v0	Budget/v1	Budget/v2	Budget/v1	Budget/v2	Budget/v1	Budget/v2
1	Publishing & Printing	1.000	609	1.000		1.000	1.110	1.110	1.110	1.110	1.110	1.110
2	Yearbook	5.000	5.274	5.000		5.000	5.550	5.550	5.550	5.550	5.550	5.550
3	CT & Web: Communication Team & Website	3.500	2.297	3.500		3.500	3.885	3.885	3.885	3.885	3.885	3.885
4	SG: Secretariate Costs	10.000	13.000	16.000		16.000	25.000	17.760	35.000	25.000	50.000	35.000
5	Exco Business Meetings	13.000	6.102	13.000		13.000	14.430	14.430	14.430	14.430	14.430	14.430
6	Exco: Additional Business Trips	1.000	844	1.000		1.000	1.110	1.110	1.110	1.110	1.110	1.110
7	StaCo: Standing Committee for Congresses	2.200	1.480	2.200		2.200	2.442	2.442	2.442	1.500	2.442	1.500
8	CoRep seminars	2.000		2.000		2.000	2.220	2.220	2.220		2.220	
9	YA: Young Academic's Working Group	1.600	892	2.000		2.000	2.220	2.220	2.220	2.500	2.220	2.500
10	Thematic Groups	2.500		2.500		2.500	2.775	2.775	2.775	2.775	3.500	3.500
11	AESOP Joint Seminars	2.000		2.000		2.000	2.220	2.220	2.220	2.220	2.220	2.220
12	GPEAN	1.000	1.100	1.000		1.000	1.110	1.110	1.110	1.110	1.110	1.110
13	«AESOP Prize Paper» award	500	1.000	500		500	500	500	500	500	500	500
13	printing, secretariate costs	500		500		500	500	500	500	500	500	500
14	«AESOP Best Conference Paper» award	500		500		500	500	500	500	500	500	500
15	award	1.000		2.000		1.000	1.000	1.000	1.000	1.000	1.000	1.000
16	AESOP PhD Workshop Grant:			2.500		2.500	2.775	2.775	2.775	2.775	2.775	2.775
	Vienna 2005	2.500	2.500									
	Bristol 2006	3.500	3.653									
17	Hardship Support	2.000		2.000		2.000	2.220	2.220	2.220	2.220	2.220	2.220
18	Unforeseen/Miscellaneous	2.000	2.575	2.000		2.000	2.220	2.220	2.220	2.220	2.220	2.220
19	Bank & VISA Charges	1.500	1.047	1.500		1.500	1.665	1.665	1.665	1.665	1.665	1.665
Total Expenses		58.800	42.373	62.700		61.700	75.452	68.212	85.452	72.570	101.177	83.295

Difference Income/Expenses	-2.102	14.431	-13.050		-12.250	1.263	-14.252	-7.187	-3.407	-5.846	-14.132
			-12.650		-12.650	632	-13.651	-3.593	-7.828	-2.291	-14.192
			-31		-31	1	-30	-5	-13	-3	-24

*) new item since 2005/2006
 (** incl. new item CT (since 2006))

EXTRA-BUDGET		2006	2006	2007	2007	2008	2008	2008	2009	2009	2010	2010
		Budget	actual	Budget	actual	Budget/v0	Budget/v1	Budget/v2	Budget/v1	Budget/v2	Budget/v1	Budget/v2
	Bologna Survey	3.000	3000	5.000		***)	7.000	***)	7.000	***)		
	Bologna Survey: printing	1.660										

***) Extra-budget AESOP/YA-Website (2008-2009)

Annotations to various AESOP-budget items:

SG Secretariat (Pos. No. 4)

current:

- (until 2006, 10.000 EUR): 16.000 EUR

forecast (AG):

- full-time employee: 35 000 EUR

- rental costs: 10 000 EUR

- running costs: 5 000 EUR

Communication & AESOP-Website / YA-website: Extra-Budget 2008/2009 (Pos. No. 3&9, NK, GC)

- 2008: 7.000 EUR

- 2009: 7.000 EUR

The extra budget (2007)/2008/2009 is based on a new *Corporate Communications Strategy* (CCS), i.e. a guide to managing relationships more effectively when AESOP comes in contact with the variety of people and organisations it needs to relate to in order to grow and succeed in its goals. It is hence a vital managerial function that can only be achieved within the context of AESOP's overall strategic management. There are two main topics which we should consider, the first has to do with the organisation and the second with the delivery.

The most crucial of all techniques though is the *AESOP-website*. At the moment it is fulfilling the unidirectional role it was designed for. Technological improvements could make this role much easier to fulfil and expand into an interactive mode. In any case enhanced interactivity is absolutely crucial if AESOP is to move to a more client based approach focused on service provision. Due to its network nature, AESOP can be best served by infrastructures that are flexible and allow for delegation to coexist with strategic control. This is something that new technological platforms are designed to offer.

The initiative of revision of the layout & structure of the *YA (Young Academics) - website* seeks to make the content-rich website more appealing, user-friendly and dynamic. The proposed changes, aim to contribute to AESOP by enhancing its European and international image. These changes also propose to restructure our currently content-rich website in a way that allows its databases to be shared with those of the AESOP website in the future, benefiting the whole AESOP community e.g. access to papers from our European and international members, their CVs and research profiles through internal search engines.

Thematic Groups (Pos. No. 10)

4 (2006), see p. 71ff. AESOP Yearbook 2006

- Complexity and Planning
- Transport Planning and Policy
- Planning Law and Property Rights
- Planning and Energy

ExCo (Pos. No. 5+6)

Members: current: 10 = 8+1 (incl. Vice Secretary General) + 1 (assistant to secretary general)

meetings / anno: 3 (+ additional meetings)

GPEAN (Pos. No. 12)

1 member, various meetings / anno: approx. 2-3