

Strategic Plan EASA 2025-2029

Strategic area 1 - Strengthening public anthropology and diversifying the flows of anthropological knowledge within and beyond EASA

Proposed Actions	How will it be operationalised	Time frame	Budget (to be discussed)	Who? (provisional)
1.1. Use new media to transfer the results of anthropological research towards the general public: social media, podcasts, exhibitions, creative labs and documentary films shared during EASA and external events	Set-up working group on Public Anthropology that will prepare a plan of actions, with budget and time-frame and submit to approval to the EASA Executive Committee until July 2025; At least 2 different types of actions will be piloted between July - December 2025; Organise ethnographic film festival in non-EASA conference years; Draft a Charter on Public Anthropology and what it means	2025	Budget for podcast and other media or events	3 exec members + 4 EASA members selected following a call
1.2. Carry out an awareness raising campaign about the profession of anthropologist - explain in laymen's terms what anthropologists do, how anthropology helps society, communicate for teenagers and students why is it worth to pursue a career in anthropology. This campaign will take into account different cultural contexts and target groups - including underprivileged groups - and be adapted to them	Propose to networks that they film short excerpts during the biennial events in 2025; Showcase videos on the website	2025-2026	Budget for a graphic designer for the campaign and video editing	WG on Public Anthropology; Applied Anthropology Network

1.3. Provide training for anthropologists to communicate about their profession with a diversity of audiences – including journalists, teenagers, the general public, activist groups, grassroots collectives, and community-based actors – with attention to how to adapt their message and what types of media and formats to use.	Organise training on how to communicate and cooperate with different types of audiences; issue guidelines on how to communicate with journalists; creation of a resource archive/database on the EASA website with links and works already produced by anthropologists for the general public that could support the training for anthropologists to communicate on their profession with different types of audiences	Second half of 2025	Budget for a trainer (specialisation communication with journalists)	Exec, WGPA
1.4. Develop collaborations with a broader range of organisations and collectivities (e.g. journalists' networks, grassroots movements, community groups, cooperatives), and explore new types of events to popularize Anthropology (e.g. online events around the year, European Public Anthropology awards).	Add fields in the membership database with topic and geographic expertise and language for media interventions; Establish a database with most important news outlets (on and offline) in each European country; Prepare material for media outlets with explanation on anthropology and contacts of anthropologists in their language per topic; Organise Public Anthropology Award at EASA 2026	2025-2029, continuous (biennial awards during the EASA conference)	Budget for the Public Anthropology Award	Exec + WG on Public Anthropology + NomadIT
1.5. Organize a small grants scheme for members who plan to take their research towards the general public and potential new anthropologists in order to empower researchers with limited possibilities and create visibility on this priority among members	Discuss framework within the exec	2025-2029, continuous (yearly or biennially?)	Budget for small grants	WG on Public Anthropology; Network conveners

1.6. Build the capacity of networks to develop policy papers that respond to the needs of an inclusive and just society and advocate for the implementation of these policy papers by responsible organisations	Organise training on how to write effective policy papers and how to engage with decision makers	2025 or early 2026	Budget for a trainer (specialisation policy making)	Exec; WG on Public Anthropology works on dissemination & links with policy makers
1.7. Develop a strategy regarding the introduction of anthropology as curriculum for secondary education	Map successful initiatives to introduce anthropology in high schools; set up a working group to develop an advocacy strategy that can be adapted to different institutional settings at national level; coordinate with national organisations on developing material targeting young audiences (for instance, featuring figures who may not be the major theoretical contributors to anthropology but who made significant interventions within their communities, or highlighting figures from underrepresented groups who had notable social and political impact.)	2025-2029	none	Exec; Teaching Anthropology network; WG on Public Anthropology

Strategic Area 2 - Ensure and promote the inclusivity of EASA activities, fostering equity and justice

Proposed Actions	How will it be operationalised	Time frame	Buget (to be discussed)	Who? (provisional)
2.1. Create complementing inclusivity and sustainability guidelines for EASA events	Set up working group on sustainability and inclusivity	2025	none	Exec, with the participation of NomadIT + Local Committee for sustainability during the EASA conference
2.2. Develop mentoring schemes that would involve experienced, retired anthropologists and new, emerging scholars	Evaluate mentorship programme; adapt and launch second round	June 2025 - September 2026	Award for mentorship (prize: writing retreat)	Exec
2.3. Advocacy for EASA members and scholars censored for speaking up against injustice	Discuss role and mandate of the WG; establish a working plan in the area of Academic Freedom and Human Rights	2025	none	WG on Academic Freedom and Human Rights
2.4. Create an anti-precarity fund to support scholars facing hardships	Set up procedures for selection (criteria, application process, evaluation of applications)	2025	15.000	Exec

2.5. Develop an EASA visiting fellowship as a support scheme for Global South scholars	Establish links with potential host institutions; establish procedures for selection (criteria, application process, evaluation of applications)	2025-2026	TBD in agreement with host institutions	Exec
2.6. Advocate for fair and ethical working conditions for anthropologists in Academia and beyond	Set up guidelines for ethical employment of precarious scholars	2025	none	Exec + PrecAnthro + IC
2.7. Increase the visibility of the EASA Code of Conduct and Anti-Harrassment Policy (https://easaonline.org/about/easa-code-of-conduct-and-anti-harassment-policy/)	Discuss the Code of Conduct at the AGM 2025	2025	none	Exec + IC
2.8. Develop EASA guidelines for ethical research	Organise a crowdsourced document for guidelines on ethical research; provide support to EASA members who encounter challenges due to ethics committees enforcing rules that may hinder anthropological research	2026	none	Exec + IC (?)
2.9. Enhance the virtual mechanisms for the participation and knowledge exchange of members	Activate forum discussions; training for network convenors & WG members on how to use the wordpress pages of networks	2025	budget for the website	Exec + NomadIT + network convenors + WG

Strategic Area 3 - Provide a diverse and high-quality range of activities and training for professional development

Proposed Actions	How will it be operationalised	Time frame	Budget (to be discussed)	Who? (provisional)
3.1. Support the creation of partnerships for the development of international and multidisciplinary research projects	Webinar / training on multi and interdisciplinary research?	2025-2029, continuous	Budget for trainer	Exec
3.2. Develop the capacity of members to access funding opportunities for their research	Organise training for ERC StG during EASA2026 and make the ERC training a fixture of the EASA conference; mobilise existing ERC grantees in a pool of potential mentors & reviewers of grant drafts	2025-2029, continuous	none	Exec
3.3. Foster multidisciplinary collaboration by creating links between EASA members and scholars from other disciplines during events and for publications	Establish links with other scholarly associations; organise webinars on successful multidisciplinary collaborations	2025-2029, continuous	none	Exec
3.4. Establish a training programme on the inclusion of various digital tools for research purposes	Connect with ENDA network and explore possibilities for training in digital ethnography & other digital tools	2025	none	Exec

Strategic Area 4 - Establish an inclusive and sustainable governance for EASA

Proposed Actions	How will it be operationalised	Time frame	Buget (to be discussed)	Who? (provisional)
4.1. Establish working / thinking groups to help fulfill the goals of the strategy	Establish WG on Public Anthropology, WG on Academic Freedom and Human Rights, WG on Publications; consolidate new members for the IC;	2025-2026	none	Exec
4.2. Establish a reporting mechanism against the strategy at least every 6 months	Establish tasks for exec members on areas of annual reporting	2025-2029, continuous	none	Exec
4.3. Lead at least an annual survey and workshop to gather feedback from members and adapt the actions for reaching the overarching strategic goals	Appoint exec members responsible for this task	2025-2029, continuous	none	Exec
4.4. Develop a funding strategy to ensure the long-term sustainability of proposed actions	Earmark funds for planned actions	2025-2029, continuous	none	Exec
4.5. Create more interlinks between the Exec and the networks in order for the networks to contribute more directly to the structural development of the organisation	Activate forum space for networks; provide space for networks in the Newsletters; involve networks in WG, webinars, trainings, and in the Scientific Committee of EASA conferences	2025-2029, continuous	none	Exec