



## Living faith, revealing Christ

### Outlook 2021

Bringing people in the presence of Jesus out of compassion with our friends:  
*Four people came up, carrying a man on a mat because he could not walk and they made a hole in the roof  
above Jesus and let the man down in front of Jesus, due to the crowds.  
When Jesus saw how much faith **they** had, he said to the man in front of him, "My friend, your sins are  
forgiven."  
(Mark 2:1-12)*

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## 1. Foreword

The story of the friends of the paralytic, is the story of Europartners and its Marketplace Ambassadors. We know we cannot heal the people and this world, but we can bring them to Jesus to get health and to be forgiven, to be reconciled with God and to receive a new life and future. Therefore, our main focus and primary goal is bringing people into the presence of God the Father, Jesus and the Holy Spirit. We are doing this in the marketplace with businesspeople because we know that before we can connect on the level of the heart the businesspeople need to trust us. They want to know if we are credible, trustworthy, safe, genuine and real. The 'who' question comes before the 'what' question. It is for this reason that we focus on 'being' before 'doing'. Building and equipping Marketplace Ambassadors of Christ, who are compelled by the love of Christ and formed into the image and likeness of Christ, within a competitive and high-performance marketplace is our second goal.

In 2020 the Covid-19 pandemic dictated the program. We moved from in-person meetings to online meetings. It was a blessing in disguise. We met many businesspeople we did not know before. We were able to discover the opportunities and benefits of online meetings, had time to revise our strategy and build closer relationships with many (ministry) businessleaders and resource partners. With our webinars we target the national business ministry leaders, the high-level business leaders, and the young professionals directly. Through our local business ministries, we served the small and medium size entrepreneurs with webinars, videos, and mentoring. We also developed a Covid-19 support team, for mental support and intercessory prayer and had many video mentoring and coaching talks. At the start of the year, we still had had our annual conference and some mission trips. Also, we were able to launch the book: 'The Jerusalem entrepreneur', which envisioned our view on the art of entrepreneurship from a Biblical perspective.

For 2021 we would like to preserve the benefits from today's online possibilities and develop more digital tools and maintain working on executing online media messages, as well as interactive virtual meetings. We believe that the first half will still be affected by this Covid-19 pandemic, although a vaccine will most likely be available in the start of 2021 and that we can have in-person meetings again in the second half of 2021. These meetings will focus on bringing people into the presence of God, through retreats, desert trips and young professional weekends. At the same time, we will inspire and help our national leaders to build communities of businesspeople in their own nation who can be a force for good and Christ.

Wouter Droppers  
President Europartners

## 2. Planning 2021

In this chapter we distinguish 4 major items for 2021:

- 2.1 Bringing people into God's presence
- 2.2 Developing Marketplace Ambassadors to the image and likeness of Christ (individual level)
- 2.3 Developing a movement and community of business leaders (part of the body of Christ)
- 2.4 Working through relationships and the awareness of the Holy Spirit

We will use:

- Digital/virtual tools and meetings
- In-person meetings
- Local or national business ministries

- 2.5 Guiding principles
- 2.6 Annual planning based on activities

### 2.1 Bringing people into God's presence

#### In person meetings

To achieve this, we focus on our in-person activities in the second half of 2021. Like the 'new' annual retreat, the desert trips, the shack meetings, the young professional weekends

#### Digital and virtual meetings

We will keep on focussing on intercessory prayer and mental support, as we did in 2020 and we will use the webinars and online tools to offer a personal follow-up

#### Local and national ministries

Invite the national ministry leaders to our annual retreat. We also will encourage and help them to focus on accountability and prayer teams, as well as prayer as a lifestyle in business.

Goal 2021:

- Executing the planning, trips and agenda in the paragraph 2.6

### 2.2 Developing Marketplace Ambassadors

We will use the book 'The Jerusalem entrepreneur' as a base.

#### Digital and virtual meetings

Together with the YouVersion Bible app and Jesus.net, we will develop reading plans and courses for the internet on being a 'Jerusalem entrepreneur' and a 'Marketplace Ambassador for Christ'. To inspire people, we will share videos and testimonies by social media (LinkedIn group, Facebook community and Instagram).

Goal 2021:

- Having at least 3 reading plans finished for YouVersion and Jesus.net, which can also work as a conversation starter in small groups.

## Local and national ministries

We will offer the nations a tool to easily translate and subscribe videos in their own language, to reach the small and medium size entrepreneurs in their nations with the tools and teachings of the various 'global' business ministries on the internet.

We will work on the publication of the book 'The Jerusalem entrepreneur' in the following languages: German, Spanish, French, Portuguese, Russian, Chinese, Korean and offer webinars, teachings, and courses around it on a local level. The book already exists in Dutch and English.

### Goal 2021:

- Promote active use of our translation tool and resources
- Having agreements with publishers for: Chinese, French, and Spanish
- Having the book published in Russian, Korean, Portuguese

## In person meetings

If we can travel again, we can do in-person trainings again when we are in a nation. Coaching, being Living Proof and being a Marketplace Ambassador are courses and trainings which are already available and ready to train. We see a decreasing interest in 'old style' trainings, transferring knowledge and giving instructions. Therefore, we will move to interactive inspiration sessions with prayer and small group encounters, as well as having retreats and one-on-one meetings among friends. We can facilitate these and train the nations.

### Goal 2021:

- 3 YP meetings
- Our annual retreat
- A dessert trip or shack meeting
- 2 Mission trips

## 2.3 Developing a movement and community

Belonging and being part of something that is bigger than yourself becomes increasingly important. Many people today are looking for meaning and purpose and would like to contribute to something bigger than themselves. Next to this Covid-19 caused loneliness and isolation for many and with this they are an easy object for Satan to scatter fear. Being part of a community (the body of Christ) is God's way to take care for his people and caring about this world is God's way of offering purpose. We as Europartners are a part of this body and this world and work within a bigger field with other ministries to serve the business leaders, the body of Christ and this world.

## Ecosystem

For those who do not know what an ecosystem is, a brief explanation. *An ecosystem is a community, together with its environment, that operates as a functional unit and typically does not have fixed borders but overlaps dynamically with other ecosystems*

### Why an ecosystem?

The world is changing rapidly being volatile, uncertain, and complex. More unpredictable events like Covid-19 will happen in the future. Europe is diverse, segregated, complex, and faces many challenges. People move fast, are driven by hypes, circumstances and events and want fast solutions. Therefore, we need lean and highly functional ecosystems. Easy informal communities and relationships where we can collaborate with each other as specialists in our own field of expertise. In this way we can do both with more speed: generating innovative solutions and successfully executing them. We cannot limit ourselves by one answer, product, franchise, or invention to serve our business leaders and Europe, we need an entire ecosystem.

## Who?

Therefore, we will strengthen our cooperation with various ministries who are all specialists in their own field of expertise and will join forces. Ministries to work close with are:

- On a national level in Europe, with all ministries who serve businesspeople. Goal: serving, and helping each other to excel in serving the local businesspeople to become a force for Christ and for good
- CBMC as our partner in evangelism and discipleship and global developments
- Alpha on evangelism
- God at Work on the development of 'being' and wisdom
- You Version and Jesus.net as our digital partners
- Compass ministries as our partner in knowledge about finance and business God's way
- Kingdom at Work and FCCI on Business God's way, practical teachings, and workshops
- Leader Impact/CRU, as a partner for Eastern Europe, webinars, young professionals and starting entrepreneurs. As well as discipleship and reaching out to the non-Christians businesspeople.
- BAM ministries and investment funds for our remote and underdeveloped areas that also need practical help
- Open Doors as a partner to serve in Muslim nations and other areas where Christians are persecuted
- Various ministries for testimonies, videos, and digital resources to inspire

## Criteria

- Same value set, Christ centred (being Lord and Saviour)
- Similar theology (statement of faith)
- Shared desire for evangelism and discipleship
- Added value (in being different)

Our distinct voice in this ecosystem is:

The European scale (35+ nations), business leaders and entrepreneurs (including potential and young business leaders and entrepreneurs), evangelism and discipleships rephrased as bringing people into God's presence and building Marketplace Ambassadors for Christ, through personal relationships with a focus on 'Being' and Christ's Lordship.

## Goal 2021

- Improve these partnerships to become mutually more excellent in serving the business leaders

## Europartners as a Movement

We do not want to be an organisation; we are a movement of the heart. Business leaders are compelled by the love of Christ and want the best for their friends, society, and nation. We want to be a force of the Holy Spirit for Christ and good. Therefore, we serve our friends for free, with the help of Vision Friends and Marketplace Ambassadors.

The organizational part is limited to governance, accountability and having a juridical entity to make the mission happen.

## Main differences between an organisation and movement

- a.) In a movement, the mission defines the ultimate goal the group intends to achieve. When a movement achieves success— "Mission accomplished!"—everyone goes home.
- b.) Movements begin with values. In successful movements, decisions and actions align with those values. The word "movement" means "to create action," to go from one place to another. Sustaining a movement is about sustaining action
- c.) In a movement, leadership emerges from within. Anyone can join, simply by committing to act on behalf of the cause. Leadership of a movement is distributed and agile, as individuals

become more deeply engaged and bring others into the fold. Ultimately, the movement is the leader—people working on behalf of a movement are loyal to other individuals within the movement and to a cause larger than those individuals.

- a.) In organizations, the mission defines “what we do.” Success in an organization means that everyone gets to stick around. Organizations often define success internally, by what the organization accomplishes for itself.
- b.) Organisations begin with 'actions' and competences. Organizations are often satisfied with incremental improvement, correctly understanding that one entity alone cannot achieve large-scale change. Sustaining an organization is about sustaining order
- c.) Leadership in an organization is structured and most often hierarchical. Most leaders are not the ones leading actual activities. Organizations often look “outside” for leaders. People can join an organization only in formal roles. In organizations, leadership cultivates loyalty to the organization.

### **Vision Friends and Marketplace Ambassadors**

**A Vision Friend** is someone who believes in the vision and mission of Europartners and would like to contribute to making Christ known among business leaders in the marketplace in Europe. A Vision Friend contribute to the work of Europartners in several ways. This can be financially, with knowledge, networks, possibilities, mentoring etc.

**A Marketplace Ambassador** is another and broader concept. A Marketplace Ambassador is someone who would like to dedicate his whole life, company, and resources to Christ. This business leader would like to follow Christ in every area of his life, by listening first. So, Christ can use him/her in the wider context of this world and his Kingdom. As a Marketplace Ambassador of Christ, the business leaders make an appeal to his/her friends to get reconciled with God the Father and he/she want to become a force for Christ and good.

In 2021 we would like to make these concepts known and envision business leaders to make steps into the direction of becoming Marketplace Ambassador and a Vision Friend (are of equal value, simply different concepts).

#### **Goal 2021:**

- Vision Friend: 100 business leaders being connected and a Vision Friend
- Having 10 female mentors more than today (5)
- Spreading and sustaining our financial funding with an additional € 50.000
- 50 businesspeople making a public step to become a Marketplace Ambassador and dedicating their life, resources and companies to Christ as means to an end, what Jesus put on their heart.

### **Small communities**

Together with the local and national ministries we would like to build small communities of likeminded businesspeople, who meet at a regular base to be accountable to each other, pray for each other, strengthen, and encourage each other, and building mutually on each other’s life to intentionally live out the faith and reflect Christ in their thinking, behaviour, speaking and the way they conduct their business. Becoming a force for Christ and good.

Currently, in an indirect way throughout the national ministries, Europe has a 350 plus small groups and/or teams we know of. They are not related to Europartners but to our local partners.

It would be a blessing for Europe, the marketplace, and societies if we could increase the intentionality of these groups and the multiplication of intentional groups who would like to become a force for Christ and good. Living their faith and revealing Christ. We will start conversations with our national leaders

about these two goals. Growing intentionality and more communities living the gospel and sharing Christ in the marketplace.

#### Goal 2021

- To get a better picture of these communities and their numbers and intentionality, and have more specific goals for the coming years

#### Community and Team's Accelerator

To help the nations to excel and increase in (CBMC) business, accountability and prayer teams, which can be accelerators for good, wellbeing and sharing the gospel, we would like to invest in dedicated and professional team and community accelerators. This will also help us to become a movement and to align the national ministries to a more common goal, culture and voice as being a movement of Marketplace Ambassadors and a force for Christ and good.

We distinguish the following areas (6):

1. Latin Europe (South, Latin language)
2. West Europe and Scandinavia
3. Middle Europe (former Soviet nations)
4. Russian speaking Europe
5. Balkan and eastern Europe
6. Muslim Europe

#### Goal 2021:

- Having at least 1 team accelerator for one of the above areas

#### Corporate Identity, communication, and website

To communicate well, we need to refresh our current corporate identity, logo, website, slogan and way of communication. The current dark blue and the yellow give Europartners a cold and old-fashioned business feel. This is not what Europartners is about. We want something more in line with our revised strategic plan and who we want to be.

Our new motto and strap line: *Europartners.org, 'living faith, revealing Christ'*

#### Goal 2021:

- At the end of 2021, the new CI, website, social media strategy and communication strategy needs to be in place

## 2.4 Relationships and the awareness of the Holy Spirit

We understand that the key to unlock human potential is the change of the heart. It is the heart of man, that direct man. The proverb (4:23) says, "Above all else, guard your heart, for everything you do flows from it."

We as humans know we cannot change people or change hearts, this is the work of Jesus and the Holy Spirit. We as humans can only witness and testify about God and Jesus. What we discovered is that reaching people and connecting at the level of the heart is not done by selling a message. The first question people have if we would like to connect is: 'who is this person, is he creditable, safe, true and real?' The second question is 'Why? Why does he approach me and want to connect? Should I fit in his purpose and ambition or is he sincere, pure and loves me for who I am and will his message be relevant for me?'

We do not want to win people for a cause that is not theirs, even when it is the gospel and for sure not for an organisation or Europartners. We want to love and serve people for the sake of their own well-being and future. This distinction between serving and winning people for a cause is very fragile, but our friends will feel it immediately. For this reason, we will work on 'being', coaching skills and the awareness of the Holy Spirit.

### Marketplace Ambassador (MPLA) training

Being and character development, with a focus on God's grace and transparency is part of our Marketplace Ambassador training. This focus on transparency and sharing real life, being abled by God's grace, can make us strong persons who can become vulnerable and empathic without losing direction and the message.

A coaching attitude and communication style is also key for our Marketplace Ambassadors. With coaching we will start where our friend is, he has his own journey and will find his own solutions. The MPLA will learn how to ask powerful questions and be an active prayerful listener.

The Holy Spirit is key in this process of discovery and revelation. We will also teach people to embed this process in prayer.

Goal 2021:

- Having trainers in 3 areas who can train this on a local level.

## 2.5 Guiding principles

All our speaking, webinars and programs must be evaluated by the four following

principles. Could our friends meet Christ in person?

- Have we been real, authentic, transparent, and personal?
- Did we start where the participants are, is the training interactive and did we ask questions?
- Did we love and serve them for their own well-being and out of Christ's love only?



## 2.6 Annual planning based on activities per Month

Month	Activity
January	Reading plan agreement with YouVersion about goal, format Start with developing website, CI and communication plan YP virtual meeting
February	Virtual board meeting closing the accounts 2020 and finalizing outlook 2021 Compass conference Financial Discipleship First reading plan delivered 'The Jerusalem entrepreneur' YP virtual meeting One to one virtual meeting national leaders (1)
March	National leaders virtual event (EP planning and outlook) Webinar Compass/EP YP virtual meeting One to one virtual meeting national leaders (1)
April	High level BL virtual event (Bruno Roche or...) Webinar Compass/EP Attention for Vision Friends and support YP virtual meeting One to one virtual meeting national leaders (1)
May	Second reading plan 'The Marketplace Ambassador' Webinar Compass/EP YP virtual meeting YP pilot (Northern Ireland or Netherlands May/June/Aug)? One to one virtual meeting national leaders (1) USA trip (25 May – 10 June)
June	USA trip (25 May – 10 June) National leaders' virtual event (resource partners, tools) Webinar Compass/EP KCF 2021, Conference Germany YP pilot (Northern Ireland or Netherlands)? YP virtual meeting
July	Agreement with publishers Chinese Finalizing website, CI and intro Funding for and appointment team accelerator
August	Launch book Russian, Portuguese Korean done YP pilot (Northern Ireland or Netherlands)? One to one virtual meeting national leaders (2)
September	Third reading plan 'Being a force for Christ and good' Europartners' retreat and board meeting Train the trainer MPLA YP virtual meeting One to one virtual meeting national leaders (2)
October	Start with budget and plans 2022 National leaders' virtual event (inventory plans and desires 2022) YP virtual meeting Attention for Vision Friends and support One to one virtual meeting national leaders (2)
November	Desert trip (High level business leaders) Lausanne conference Board meeting budget and plans 2022

	YP pilot Spain or.... YP virtual meeting
December	High Level BL virtual event Agreement with publishers Spanish and France
<b>Open</b>	Visiting the US, promote the book, fundraising, work on ecosystem and cooperation Mission trips when possible

### 3. Finances

<b>ANNUAL BUDGET 2021</b>					
<i>Amounts in EURO</i>					
		<i>2021 budget</i>	<i>2020 LYE</i>	<i>2020 budget</i>	
<b>REVENUES</b>					
Donations		208,400	175,076	201,000	
Conference and training income		38,500	64,752	67,000	
Book project income		11,000	2,594	21,000	
Total revenues		<u>257,900</u>	<u>242,422</u>	<u>289,000</u>	
<b>EXPENDITURES</b>					
Salaries		90,000	88,906	88,900	
Social security premiums		12,000	11,710	13,200	
Pension cost		14,700	13,710	13,500	
Sick leave insurance		3,000	3,254	3,000	
Other personnel expense		1,200	1,020	1,200	
Temporary staff		17,000	7,731	17,000	
Travel		15,800	3,107	16,800	
Office cost		6,000	6,143	4,500	
General & administrative		10,700	9,289	8,600	
Conference cost		49,000	78,491	85,000	
Book project cost		11,900	14,242	11,000	
Project cost Resources		20,500	20	16,500	
Ministry support		600	3,300	1,800	
Board meetings		1,000	-	3,000	
Depreciation		1,500	1,134	1,000	
Total expenditures		<u>254,900</u>	<u>242,057</u>	<u>285,000</u>	
Revenues minus expenditures		<u>3,000</u>	<u>365</u>	<u>4,000</u>	
<b>Capital expenditures</b>		<u>-</u>	<u>-</u>	<u>-</u>	