

Fontenehus Norge (The Norwegian Coalition) Webiner presentation.

Hello my name is David and I am one of two Clubhouse members who sit on the board of Fontenehus Norge, the Norwegian Coalition.

➤ **David:**

Anne, Torhild and myself are going to present a brief history and description of the Norwegian coalition. It includes some of our ups and downs, achievements, lessons learned, key moments and relationships we have managed to build over the years. A copy of this presentation will also be made available to anyone interested after the webinar.

➤ **Anne:**

In 2012 there were 8 Clubhouses in Norway, 4 of which were accredited. Each Clubhouse was responsible for finding their own funding and working on their own advocacy. Some of these Clubhouses were in pretty dire straits when it came to funding, and were really hanging on by a thread.

A couple of years before this, two Clubhouses, one from Hønefoss and the other from Oslo, thought it would be a good idea to join all of the 8 Clubhouses resources together by forming a coalition, based on the Danish coalition at the time, with its own statutes and a single paid member of staff.

Svein Jacobsen a lobbyist and one of the original Oslo Clubhouse founders was hired. In addition, the coalition would also have its own independent board.

In order to fund Svein's salary, the chairman of the new board personally guaranteed the first year's salary out of his own pocket, while the coalition searched for its own independent funding from the government. Svein then had the task to guarantee his own salary and raise further funds available from the state and various foundations, so that the coalition could grow. This, he successfully managed to achieve. Today the Coalition is mainly funded by the state and each Clubhouse also contributes by paying an annual fee.

➤ **David**

The coalition decided from the start that it would set some hairy and ambitious goals to gain state funding. We wanted to establish 20 Clubhouses by 2020 and to ensure quality, each Clubhouse would aim to be accredited by Clubhouse International, understand and follow the International Standards.

The Clubhouse Coalition is owned by and answerable to each Clubhouse in Norway. Each year we hold a national general meeting where any suggestions, possible directives, changes to the statutes, etc. are discussed and voted on. At the same time the Clubhouses also elect or re-elect the members of the coalition board.

Today the Coalition has a strong team of 4 paid employees, 3 are full-time and one has a 20% position. Each staff member has the necessary competence, and their talents complement each other. Torhild the director is responsible for political advocacy and establishing new Clubhouses. Anna is responsible for our new

database and the yearly surveys. She is also involved in establishing new Clubhouses. Håvard, our new addition to the team is also a Clubhouse member, and he is responsible for marketing and public relations. Svein still continues to advocate and lobby on behalf of the Clubhouses.

The coalition also has an elected, very strong, engaged and hands-on board which is comprised of 9 individuals. There are 2 Clubhouse directors and 2 members recruited from within the Norwegian Clubhouses. This ensures that the voice of the Clubhouse staff and members are heard.

There are also 5 external members with diverse backgrounds from big business, law, marketing and academia and research. Each of the external members has reached the top of their professions and they are all highly respected within their own individual fields. Together they voluntarily donate a considerable amount of their time to the Clubhouse cause and are happy to use their own extensive networks when needed. Together they all add up to an extremely valuable resource for the Norwegian coalition.

Some of the challenges and difficulties the coalition faced at the start were to gain recognition and to be taken seriously by the various stakeholders. It was something we really had to work hard at. We really had to produce all the relevant facts, figures and statistics in order to support the individual member stories.

On one occasion in the beginning, we were given a real awakening, when the State Secretary, from the Ministry of Health and Care Services asked

«If you are that good, why are there no more Clubhouses in Norway?»

This was the moment our goal of 20 in 2020 was born.

➤ **Torhild**

So what has the Norwegian coalition managed to achieve between 2012 and now?

Through our advocacy we now have cross party support across the Norwegian political spectrum

The national funding has increased from 5 million in 2012 to 48.5 million Norwegian kroner today.

On average the Norwegian Clubhouses receive around 85% of their funding from the state. Around 50% of this amount comes from the national government and the rest from the local municipalities.

National funding for the Norwegian Clubhouses is now listed and is a part of the government's annual state budget, which is presented to the Norwegian Parliament each year. The opposition also lists the Norwegian Clubhouses in their alternative state budget.

We have managed to put in place 2 national research projects and expect them to be completed by Christmas

We have designed and run a national member database which is used by every Clubhouse, and ensures that we are always able to present the latest facts, figures and statistics whenever we need them.

We have managed to create a successful blueprint, support and potential access to funding on how to open a new Clubhouse. We no longer have to hard sell to potential partners, they now approach us for help to establish a new Clubhouse.

We are currently working on a national marketing campaign. Up to now our strategy has been to directly approach the relevant stakeholders, such as politicians, health care professionals, academics etc.

We now have a total of 20 Clubhouses in Norway. 10 of which are accredited. 6 which have been open for less than 4 years and are currently waiting to be accredited or have strong ambitions of being accredited. We have 4 more new Clubhouses currently in the startup phase. We are really proud to report 20 in 2020.

Since 2012 we have been involved in helping to establish 12 new Clubhouses. We can help a new Clubhouse find the right people, establish the board, hire the director, the first 2 staff and find the right location. We can also help with the funding and connecting a new Clubhouse with a well-functioning Clubhouse that can then act as a mentor.

We have now gained so much experience that when someone would like to open a new Clubhouse we have the necessary competence to be able to offer a pretty streamlined solution based on best practice, which really does reduce the cost and workload for everyone involved.

➤ **Anna**

And now, let's reveal some of the lessons we have Learned

It is important to always have the correct facts and figures

- At the start we did not have this information available, we more or less had to guess. which meant that the people who matter, did not take us seriously.

It is absolutely necessary that a coalition has the confidence of the Clubhouses to act fast and make decisions when opportunities suddenly arise and that we are not hindered by any bureaucratic red tape.

-

To build a stable community amongst all the Clubhouses, solidarity is important, as is being able to work together, share our experiences and learn from each other.

- When the coalition started, most of the Clubhouses were not used to working with other houses, nor did they have any experience of being a part of a coalition. We needed to learn about the new structure and create a culture for better cooperation, and sharing knowledge.

It is important to know how to play a wider role in both the local and national community

- Before the clubhouses learned how to be better at promoting themselves, many of the key decision makers were unable to see their relevance and the politicians had no idea of the Clubhouses' potential, and just what they really were able to offer their members and the community.
- We believe that when a Clubhouse is a part of a recognized and respected coalition, it adds credibility and professionalism to each individual clubhouse's name, something the Clubhouse can then utilize such as when it come to marketing and making itself more visible and important within the community.

Most importantly we have learned that even the impossible is possible.

- When we originally set our goal of 20 Clubhouses by 2020 many did not really believe it, including us. But now it is a reality and we really do believe that the impossible is possible?

➤ **David**

Although the day to day running of the Norwegian Coalition takes up a lot of our time, we are always looking to the future. Here are some of our future ambitious and hairy goals.

We would like 30% of all members to be young adults under the age of 30.

We would like to fund and organize even more and greater research.

We would like to build our Clubhouse Partnership initiative, working with business and state actors.

We would like every person in Norway to know who we are and what we do.

We are applying to be the organization chosen for the annual national charity fund-raising campaign, run by Norwegian state television. If chosen the publicity would be enormous in Norway for the Clubhouse movement. This year's event raised over 23 million US dollars.

And

We would like to be able to give everyone in Norway who needs a Clubhouse, the opportunity to join one.