



# Elections to the EUCCC board in Southwest: Guideline for the presentation of candidates

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## 1. Background

The EUCCC, Southwest Chapter, in accordance with the Articles of Association and the By-Laws of the EUCCC, holds elections for local boards every year at its Annual General Meeting (AGM). The term of each board member, including Chairman and Chongqing Representative is one (1) year.

In the past, members were informed about the available candidates by a short profile (“bio”) of each candidate, including his/her picture.

Such information is important and a good basis for the information. However, the bios often do not provide enough information about why to elect the candidate and why to prefer him/her over others. While this is not relevant in case the number of candidates equals the number of positions to be filled, it may be important in case there are more candidates than positions to be filled.

## 2. Motivation letters

It is proposed, therefore, that each candidate shall also prepare a “Motivation Letter” besides the bio. Candidates for the national ExCo of the EUCCC already make use of such motivation letters, which have been a good tool to explain more about the contributions the candidate could make and what objectives he/she has.

In order to provide concise and comprehensive information by the Motivation Letters, it is recommended that they shall follow the checklist as outlined below.

## 3. Checklist and topics for Motivation Letters

- 1) Target position on the board: member / chairman / Chongqing representative
- 2) Candidate name and company/employer
- 3) Candidate photo
- 4) Your view of China today and the role of the EUCCC / EUCCC SW in this situation



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- 5) Your main and particular professional experiences and how they will be useful for the EUCCC in SW
  - 6) Your contributions to the EUCCC in the past
  - 7) What do you want to achieve (together with the other board members) in case you are elected to the board of the EUCCC in SW
  - 8) Why members should elect you to the board
  - 9) Your short biography (bio):
    - a. current company/employer and position
    - b. relevant positions in the past
    - c. educational background
    - d. your history in China
    - e. previous functions in the EUCCC (if applicable)
    - f. private situation (optional)
  - 10) Candidate's signature

#### 4. Format of the Motivation Letters

The motivation letters may be written individually and may or may not use the topic titles as listed above under 1) to 9). They may be written in paragraph format (continuous text) or table format, however, it is recommended that they should contain information to all of the elements listed under 1) to 10) above.

Ideal length is one (1) page and maximum length is two (2) pages, in addition to the bio.

#### 5. Validity

This guideline for candidate presentation in the EUCCC chapter in SW China was approved by the EUCCC SW board on 2015-01-29. It is applicable with immediate effect, the first time for the elections in 2015 to the local board. It may be invalidated at any time by the board of the EUCCC in SW.

Candidates for board positions are advised to use motivation letters and to follow the given format. However, the use of Motivation Letters is not compulsory.

This guideline was approved by the Secretary General of the EUCCC on 2015-02-19.

2015-03-04 / Ulrich O. Birch, Chairman of the Board. EUCCC Southwest Chapter