

## Strengths (Capitalize)

- 1) General
  - a) Unificationism – logical, scientific and unique + heart of Heavenly parent
  - b) Foundation and support of Heavenly Parents, True Parents and absolute good ancestors
  - c) On foundation of (a) and (b), ability to bring together people who would not normally come together
  - d) Ability to go over difficulties
  - e) Clear vision derived from unificationism (e.g. True Family Values)
  - f) UPF and WFWP NGOs in Special Consultative Status with ECOSOC.
- 2) Local
  - a) Several dedicated blessed couples and members
  - b) Good foundation of contacts and in society of certain members
  - c) Spiritual foundation of indemnity
  - d) Availability of chalet
  - e) Regional and European cooperation and availability of materials from neighbouring countries

## Weaknesses (Shore up)

- 1) General
  - a) Tendency to focus on paying indemnity rather than bringing results
  - b) Lack of confidence due to past stagnation and problems
  - c) Lack of pride in ourselves: inability to appreciate what we have
  - d) Risk of detracting from spirituality in the context of an organization that is not a church
- 2) Local
  - a) Lack of sense of community (Lack of horizontal trust)
  - b) Blockage of vertical connection (Lack of vertical trust)
  - c) Need to develop trust between ourselves
  - d) Need of a centre
  - e) Need of lecturers
  - f) Few active members with some severely constrained by family circumstances

## Opportunities (Invest)

- 1) General
  - a) Outreach through ICT (Information and Communication Technologies)
  - b) People's concern at the decline of moral and religious values
- 2) Local
  - a) Presence of European Institutions
  - b) Centre of Europe
  - c) Multilingual population
  - d) Multi-cultural society with many immigrants
  - e) Generosity of Luxembourgers and their implication in associations
  - f) Small nation

## Threats (Identify)

- 1) General
  - a) Poor image of the movement
  - b) Decline of religion, new humanism, especially materialism
  - c) Scepticism / cynicism
  - d) Providential front line (implementation difficulties)
- 2) Local
  - a) Spiritual atmosphere of Luxembourg
  - b) Individualism
  - c) Not open to religion (taboo, confined to the private sphere, but no more anti-sect movement)

### **Where we want to be by 2020 – vision, strategy/plan to 2020 in broad terms**

We have only been in Luxembourg for about 18 months and acting national leaders for about 12 months, however the Offering Publication project gave us the opportunity to study the history of the movement here. In fact, in the beginning the church seems to have thrived here with various business supporting the church and Belgium sending people here for seminars because of the availability of a workshop centre in Luxembourg. However, in the last couple of decades, there has been a history of conflict and several former leaders have left the movement. Also, there is no longer any centre and, when we were appointed, we inherited virtually nothing in the way of church possessions or documents. Our longer term vision would therefore be to establish some form of Peace Embassy or centre with a good spiritual atmosphere for the members to gather in, which can be used as the basis to organise our activities and invite people to for seminars.

Luxembourg is a very small country and the members of what one might call its elite class all know each other. Our current UPF Secretary General and long-time national leader, Paul Frank, belongs to this group of people, coming as he does from a well-known Luxembourg family. Therefore, our primary hope is to continue to work with him to develop the UPF foundation following the example of Malta where an ELC was held with the support of the government.

One of our major concerns is that very few second generation are following here, although we have the tremendous blessing of having one second generation blessed couple in the Luxembourg community of whom the wife is a former pure love missionary. As difficult as it now seems, it is very important for us to somehow revive the second generation so that they, Paul and others, can “pass on the baton” in the future.

### **Where we want to be by the end of CIG Year 1 - strategy/plan for 2013 in specific terms**

- **‘Blessed Families Home Church’ - Pastoral care of Blessed Families / membership**

Presently in Luxembourg there are a few blessed couples who are tithing and attending Sunday service regularly and several other blessed couples and members who do not meet the criterion for inclusion as full members in the KPI report. In the past couple of weeks, we had the good news that one blessed family living in Luxembourg, but who were officially part of the Belgium church, have decided to return to Luxembourg. We have high hopes to significantly increase the number of full members during 2013 by encouraging the existing members to donate and attend services regularly.

- **‘Tongban Gyeokpa Home Church’ - developing outreach/witnessing (outreach materials, education system, workshop plan, witnessing goals, Blessing goals) for Tribal Messiah and CARP activity to grow new members and impact the community with ‘true**

## Luxembourg

## National plan

21-3-2013

### **family culture' (character and heart development, absolute sex and the Blessing)**

We organized several DP seminars last year both in Luxembourg and in conjunction with France and Belgium and we hope to continue this cooperation. We also did a major mailing to those who had previously been invited to the Little Angels performance here to invite them to a seminar and offer them True Father's autobiography. We will have to cut down our expenses in 2013 and so will perhaps resort to going door to door with a similar strategy. We are extremely grateful for the support we have received from Belgium, whose vice-president, Hugo Veracx, a very talented DP lecturer, has been here several times to teach at our seminars. However, we really need to develop some in-house method of teaching people and one suggestion is the development of DP video teaching materials in French, but this remains to be investigated.

True Mother's emphasis is on Tribal Messiahship and so we will try to encourage and support this activity. In this respect, it might be of interest to develop at least the two hour Divine Principle in Luxembourgish language. As far as we can ascertain, no FFWPU materials have ever been developed in Luxembourg's native language because most people speak French or German. We would also like to put more effort into conducting outreach through the internet. This could also be used to support our tribal messiahship activities.

- **UPF and WFWP – educating and involving AfPs to support the providence (including a plan of UPF/WFWP events to impact society/ the nation)**

During 2012, we worked with the UPF and WFWP leadership to invite the existing contacts and ambassadors for peace to DP seminars. During 2013, we wish to develop a specific project with UPF and WFWP during 2013 to take advantage of our strengths and opportunities, as presented in the above SWOT analysis, in order to allow our existing contacts to become involved and develop new contacts. The exact nature of this project will be worked out in the coming weeks.

- **Leadership – support to existing leaders, new /younger leaders, developing a 'leadership team'**

We have been working a lot with the blessed couple who are currently leading UPF and WFWP. They have a central role here in Luxembourg but have experienced a number of difficulties in the past. We will therefore continue to invest in this couple so that they can fulfil their role and responsibility in this nation.

At the same time, we wish to involve our local second generation blessed couple more so that they can take on more responsibility in the future when they are less tied down by their young children.

We are also very concerned about finding / raising up one person or couple who can take on the role of national leader in the event that we leave Luxembourg, which might happen when Brigitte's mission at the French embassy comes to an end.

## Luxembourg

## National plan

21-3-2013

- **Governance and maximizing membership engagement**

We have been trying to encourage members to do Hoon Dok Hae (HDH) in order for them to become more connected. To this end, the idea came up recently to develop a website with the main HDH materials, especially the 8 textbooks, since not everyone has these. There was also a suggestion to provide a similar facility for the members to communicate with each other via the internet. Since many of the members are quite dispersed throughout Luxembourg, we hope to find such ways to make them more “connected” and hence more engaged.

At the same time, we hope that by developing a more substantial UPF/WFWP project, the members will be encouraged to participate and therefore become more involved in the activities.

- **Plan regarding finance and property, etc.**

We have yet to take on the challenge of getting some of the existing members to tithe, etc., and this we need to attempt in 2013.

Having some form of centre in Luxembourg is a longer term goal. In the shorter term, we would like to find a room in a central location that we can use or rent from time to time. At present we are using a chalet that one brother constructed in his garden for our services, but this brother announced that he has left the church and we are not sure how much longer this place will be available to us.

- **Support you are expecting/needing from the European level (e.g. European or Regional 7/5 Day workshops, pastoral visits by sub-regional or European leadership, leadership education/development, Youth Dept., Blessed Family Dept., websites, materials, regular Leaders’ Meetings, etc.)**

Because of the language issue, we are most in need of regional cooperation for publications and seminars. This cooperation has so far been very good and we hope to develop on it. French language video material for teaching Divine Principle seems like a particular need for the future.