

ESO STRATEGY

2026-2029



ESO – THE VOICE OF STROKE IN EUROPE

Advancing knowledge to improve Stroke care

VISION



ESO is the voice of stroke in Europe – advancing research, harmonising care, and shaping policy to reduce stroke-related death and disability.

MISSION



To reduce the burden of stroke in Europe by promoting research and enhancing education, care standards, and public awareness through coordinated action and leadership.

CORE VALUES



- **Excellence** in science, education, and care
- **Innovation & Adaptability** to lead change
- **Transparency, Integrity, and Democracy** in governance
- **Diversity, Inclusion & Rotation** in leadership
- **Sustainability and Accountability** in operations

CORE PRINCIPLES



- **Integration:** Coordinated planning across committees and programs
- **Recognition:** Valuing contributions from volunteers and members
- **Monitoring:** Use of KPIs for all programs to track impact
- **Global Perspective:** Strengthening Europe's voice in global stroke care

Overarching goals - by 2029, ESO aims to:



- Increase the number of certified stroke units
- Position ESJ in the top 3 stroke journals globally
- Strengthen ESO's voice in health policy advocacy
- Lead coordinated, inclusive, and data-driven efforts to improve stroke-care throughout Europe through the Stroke Action Plan for Europe



THE 2026-2029 STRATEGY

Built around the following Strategic Focus Areas:





EDUCATION

ESO promotes lifelong learning and empowers the next generation of stroke professionals through leading conferences, training initiatives, and digital platforms.

ESOC CONFERENCE

Position ESOC as the global leading stroke conference by expanding international participation, promoting trial results, and fostering networking opportunities.



- To establish ESOC as the leading worldwide conference in the stroke field
- To continuously increase the number of participants to ESOC
- To have a financially successful conference
- To be the leading source of cutting-edge scientific knowledge for the global stroke community

EDUCATIONAL EVENTS

Strengthen ESO's educational programmes, including summer/winter schools, Emerging Leaders, and webinars, with a strong emphasis on early-career engagement.



- To educate and empower the next generation of stroke physicians
- To attract and engage young vascular neurologists and other physicians, nurses and Allied Health Professionals managing strokes, strengthening the future stroke workforce capacity
- To be the leading source of cutting-edge scientific knowledge for the global stroke community

eSTEP ONLINE LEARNING PLATFORM

Modernize the platform interface, introduce CME-accredited content, and establish it as the central educational repository for ESO members.



- To offer online and on-demand educational resources to ESO members
- To improve stroke education and care



SCIENCE & RESEARCH

ESO advances scientific excellence and global research leadership through guidelines, publishing, and clinical trial collaboration.

GUIDELINES

Position ESO as the leading global society for stroke guidelines by maintaining high-quality, evidence-based standards via the GRADE methodology. Ensure a dynamic and fast-flowing process, promote translation, adaptation, and dissemination through digital tools, and AI.



- Have ESO as the leading society worldwide for stroke guidelines
- Cover all aspects of stroke prevention and management
- Have ESO White Papers on the main key topics in the stroke area that cannot be covered by a guideline
- Make ESO Guidelines (including expedited recommendations) and White Papers open, easily accessible and highly usable
- Have a dynamic and fast flow to quickly respond to new evidence
- Have guidelines translated and adapted by national stroke societies

EUROPEAN STROKE JOURNAL (ESJ):

Position ESJ among the top international stroke journals by supporting open access and commissioning high-impact scientific content.



- Have ESJ among the leading worldwide stroke journals
- Publish in ESJ innovative groundbreaking science in the stroke field

ESO TRIALS ALLIANCE (ESOTA)

Build and strengthen trial networks to facilitate recruitment, improve trial design efficiency, promote data transparency, and support young researchers.



- To enable and strengthen pan-European collaboration in stroke trials, fostering access to multicentre research opportunities
- To serve as a platform that accelerates therapy development and improves outcomes for stroke patients.



IMPLEMENTATION

ESO translates science into practice by promoting structured frameworks, reducing disparities, and setting quality standards across Europe and beyond.

STROKE ACTION PLAN FOR EUROPE (SAP-E)

Provide a strategic framework to guide stroke care development, encourage national stroke plans, support the Stroke Service Tracker, and drive country-level improvements.



- To have national stroke plans implemented and monitored in every European country
- To drive real-world changes and tangible actions

ESO EAST (ENHANCING & ACCELERATING STROKE TREATMENT)

Reduce regional disparities in stroke care by promoting equity in research, training, and access to care, while building strong professional networks across Central and Eastern Europe.



- To decrease disparities in stroke care and research in Europe
- To improve stroke education, research and care in Eastern and Central European Regions
- To build a strong network of professionals
- To promote independent research in the East and Central European Regions

STROKE UNIT CERTIFICATION

Promote quality standards across stroke centres by increasing the number of certified units, raising awareness of certification, and extending certification to pre-hospital care, rehabilitation, and telestroke networks.



- To increase the number of certified stroke centres and units in Europe and extend certification to North Africa and Middle East countries
- To increase awareness about the importance of certification
- Expand certification to pre-hospital care, rehabilitation and telestroke networks



ADVOCACY

ESO amplifies the voice of the stroke community by influencing policy, shaping agendas, and driving resources toward prevention, care, and research.

ADVOCACY ACTIVITIES

Strengthen ESO's presence in European health policy by formalizing strategic partnerships, advocating for stroke funding, and prioritizing stroke on the political agenda.



- ESO serves as the voice of stroke in legislative and policy discussions at European level
- ESO advocacy activities are guided by strategic collaboration with European institutions and key partners
- To have politics to support stroke prevention and care
- To prioritize stroke on political agenda
- To increase funding for stroke research



FINANCES

ESO safeguards its mission by ensuring financial responsibility, sustainability, and transparency as a non-profit organisation.

FINANCIAL RESPONSIBILITY

Maintain sustainability and transparency as a non-profit organisation by adhering to guiding principles that ensure effective use of resources and support ESO's long-term mission.



COMMUNITY

ESO builds a vibrant and diverse community by engaging members across regions and career stages through mentorship, leadership development, and collaborative platforms.

MEMBERSHIP & ENGAGEMENT

Strengthen ESO membership across regions and career stages by promoting mentorship, ambassador initiatives, and active committee participation to cultivate the next generation of stroke leaders.



- To build a strong, diverse, and engaged stroke community
- To cultivate the next generation of stroke leaders and expand ESO's influence across all regions and career stages
- To serve as expert-driven platform that shape ESO's activities, foster community engagement, and drive innovation in stroke care and research
- To offer meaningful entry points for members to contribute to ESO's mission and future direction