



AGENDA

21 February: Arrival of delegates

You will be meet at the airport and transported to the Hotel Le Méridien N'Fis in Marrakech.

19.30: DINNER at the hotel

22 February: YRE NOM

08.00—09.00: Breakfast

09.00—10.00: Welcome

- *Welcome Amine Ahlafi, FEE Board of Directors, on overall developments in FEE*
- *Presentation from Daniel Schaffer, FEE CEO*
- *Presentation from Anna Normann, YRE Programme Director, YRE International Report 2013*

10.00—10.30: Participants presentation

National operators or representatives introduce themselves. Introduced by Anna Normann

10.30—11.00: COFFEE BREAK

Tables and display boards available for sharing your national YRE materials

11.00—12.30: Country presentations – Good practice from the YRE programme

Morocco - About regionalization and the involvement of the YRE in the WEEC event

China – About YRE programme in China.

Turkey – Turcev collaboration with the “Lets Take care of the Planet” and how it has benefited their network of schools

Portugal – About national missions, national seminars and YRE of the month

12.30—13.30: LUNCH at the hotel

13.30—15.30: Group Discussions on areas for Strategic Development

Discussions on areas for strategic development. The discussion will create input to the strategic plan which will be developed in 2014. Introduced by Amine Ahlafi and Anna Normann

15.30—16.00: COFFEE BREAK

Tables and display boards available for sharing your national YRE materials

16.00—17.00: Session on marketing and campaigning

Stephanie Kohls – National operator from Canada is sharing her knowledge from working as a Communication Director. The session will focus on marketing strategies that you can use nationally in your YRE programme. There will also be examples presented from other countries for example Romania and Portugal.

17.00—17.30: Summary and conclusion *by Amine Ahlafi*

20.00: DINNER - At a restaurant in the city; casual dress code

23 February: Excursion and workshop for countries in the Litter Less Campaign

08.15—09.15: Wrigley Workshop *with breakfast*

Session for the 15 countries engaged in the YRE Litter Less Campaign in 2014 led by Anna Normann

09.30—12.30: Excursion to the Marrakech palm grove and an YRE exhibition

13.00: LUNCH at the hotel

14:30: Sightseeing in Marrakech

20.00: DINNER at the Hotel

24 February: Departures and transfer to airport