

Annual Report 2011/2012

Tomas Protivinsky, Publication and Promotional Officer

Dear friends,

It is almost one year since I was elected to the YEE board as Publication and Promotional Officer. Now it is time to look back to reflect what has happened during the year and how I have contributed to YEE.

My most important duties were preparation of the training course Media, Communication & Nature and taking part in board meetings and in decision making processes of YEE. Apart from that, I also worked with YEE office on preparation of publications and newsletters, improving YEE website and the facebook page.

Training course Media, Communication & Nature

The main aim of the training course is to enable environmental organizations (YEE MOs) to communicate with media and public in better and more understandable way. My tasks and duties were:

- ▶ As the main coordinator of the project, I had responsibility for each phase of the preparation
- ▶ Preparing the project application for Youth in Action (with help of Irča, Monika and Gosia)
- ▶ Planning of the agenda, arranging the accommodation and communication with the venue
- ▶ Communication with partners and trainers, sometimes also with participants (with help of Natasha)
- ▶ Preparation of “Event I” (international meeting with presentation of publication about history of IYF – International Youth Federation for Environmental Studies and Conservation that will take place during the YEE AM 2012)

Decision making processes of YEE and Board meetings

- ▶ Taking active part in almost all board meetings (one physical and a lot of skype meetings), writing minutes from the meetings, reporting working plans and memos about my activities (each two months)

- ▶ Board is executive body of YEE: we worked with the office on important decisions – selecting new Secretary General, changes in YEE Rules of Procedures, decisions about financial situation and budget
- ▶ Preparation of Annual Meeting 2012 (agenda, practical arrangements, preparation of connected “Event I” and pre-preparation of Annual Meeting 2013)

Publications and promotional activities

- ▶ Cooperation with the office on preparation of the booklet “EVS for Environment” (proof-reading, help with design)
- ▶ Checking the e-newsletters before sending to subscribers, writing two articles for the e-newsletter (about TC and about physical board meeting)
- ▶ Changes on YEE website (adding subscription to newsletter, facebook “like” button, new look for ‘YEE board and office’ page), on YEE facebook page (cover photo, some posts)
- ▶ Graphic design – preparing poster for Forest Campaign
- ▶ I am responsible for preparing publication about media and environmental communication after the training course “Media, Communication & Nature“

Others

- ▶ One of the organizers of the training course “Be a leader in environmental organization” (will be held in October 2012)
- ▶ Representing YEE at the training course Young People are Part of the Community Too! (September 2011, Macedonia)

At the beginning, I expected that main focus of my work would be in the area of publications and promotional activities. I can see now that I spent most of the time with the preparation of the project Media, Communication & Nature (and connected events – YEE AM 2012 and “Event I”) – actually, it was much more time consuming than I expected. My recommendation for a future officer is not to take such an active role in preparation of projects, to have more time for fulfilling your board member’s duties and to work according to your working plan. I have to admit that I wasn’t able to complete everything I set to myself in my working plan (e.g. preparing graphic manual about YEE visual identity).

However I am convinced that the training course “Media, Communication & Nature“ will improve communication and promotional activities of YEE and its member

organizations in the future, so I can see clear connection between the training course and my role in YEE as the Publication and Promotional Officer.

The year I spent in YEE Board was really enriching. I got insight how such an international organization works and I have a lot of new experiences.

Good luck to new board members!