

---

**Report of  
YEE Promotion and Publications Officer 2015-2016  
Jessica Massucco**

Dear all,

I joined YEE in 2013 through the EVS programme. This was a wonderful experience for me and I feel close to the network, so I was happy to accept the role of board member last summer and offer my support. I have been surprised at the variety of work involved in the board and how regularly important decisions must be made in order to keep the organisation on a relatively even keel. I have found myself spending more time focused on these discussions, and less dedicated to the generally smaller tasks that make up most of my position.

Even still, I hope I have supported the secretariat, members and my fellow board members continuously throughout the year.

In September I represented YEE at the European Environmental Bureau's communications conference, highlighting relevant issues on behalf of our members and writing up my report afterwards. Later that autumn I led a team from Britain at the 'Art for the Environment' Youth Exchange in the Czech Republic. I am on the editorial team for the follow-up booklet connected to this project and look forward to its publication.

With a committed workgroup, I led the task of revising and creating a new Sustainability Policy for YEE to ensure all activities and projects are kept to a high environmental standard.

Additionally, I have created a promotional contacts database for YEE and designed a social media strategy to boost interesting and relevant content via monthly topics and by celebrating our members through dedicated profiles. My relationship with Twitter has been mostly dubious although I did try and will try again in the run up to the Annual Meeting. I have scheduled various posts on YEE's social media platforms and regularly proof read all public facing materials going out for grammatical errors.

I am grateful to the YEE secretariat for always taking the network so seriously and so passionately. I would also like to thank the board and particularly our Chair, Anja, for maintaining a good level of professionalism and listening to each other's views carefully.

With best wishes,

Jess Massucco