



**European Association of Hotel and Tourism
Schools
(Association européenne des Ecoles d'Hôtellerie
et de Tourisme)**

**ACTIVITY REPORT
Academic year 2020/2021**

1. 33rd AEHT Annual Conference – first AEHT online Conference

1.1. General aspects and content

The Annual Conference is the AEHT's flagship event and is held once a year in a different country; the programme includes meetings of the Presidium, the Executive Board and the General Assembly, as well as a series of contests, which enable students to compete in a variety of disciplines in multicultural teams thus subscribing to the values of EU.

Main goal of the AEHT Annual Conferences is thus promoting European values accepting divergence, multiculturalism and teamwork in hospitality and tourism industry, among other things:

- Giving insight into competences, professionalism, skills and careers in tourism;
- Upgrading image and professionalism of hospitality and tourism education in Europe;
- Encouraging contacts between schools around Europe;
- Promoting familiarization with European education systems;
- Exchange of good practice between teachers and students;
- Sharing teaching methods, materials, skills and knowledge.

The Annual Conference in 2020 was initially planned in Aveiro, Portugal, but had to be cancelled due to the pandemic. The Presidium decided to take over the organization with a reduced version, by going virtual with all official meetings mentioned above as well as the academic session intended for school principals, managers and teachers. Could also take place three competitions from the range of competitions normally held for students during this event, notably the front office, the tourism destination and the hotel management competitions. All other more practically oriented competitions were not retained as they would have been too complicated to organize in the remaining short lapse of time. However, to ensure the quality of the organization, the conference was postponed by one month by the Presidium, until early December, instead of the initially planned November.

Organizing the 33rd AEHT Annual Conference was a great challenge for the AEHT Presidium, who expresses its sincere thanks to the IT team from Turismo de Portugal as well as to Head Judges in charge of arranging the three competitions:

- Asdis Vatnsdal for the Tourist Destination competition
- Emil Juvan for the Front Office competition
- Paulo Vaz and Theo Verkoyen for the Hospitality Management competition.

Our thanks go also to all stakeholders involved in the Academic Program (see below). Without their valuable contribution the success of this first online AEHT conference would have been compromised.

The **Academic program** of Wednesday December 2nd had several parts:

Part 1: 14:00 -14:50: plenary part - festive opening of the meeting, presentation of the current situation of educational activities at partner schools by Tanja Angleitner Sagadin followed by a keynote address by Carlos Diez de la Lastra.

Part 2: 15:00 -16:45: Three parallel workshops, focused on identified challenges

Preliminary remark: Workshop 1 had to be cancelled shortly before the event due to the withdrawal of one of the moderators who had to replace a colleague affected by Covid19.

Workshop 1: Teaching culinary arts the hybrid way

The workshop should have been led by Marcus Hallgren (SE), Head judge of Decathlon, assisted by Mojca Polak (SI). Sweden and Slovenia represented two most opposing educational approaches in Covid19 times. While Sweden still had its schools open, Slovenia went entirely online with the whole educational process 6 weeks before the invitation to the workshop was sent out. The workshop should have addressed various

challenges in online and hybrid teaching approaches, focusing on cases of good practice, provided from the group. All culinary skills / cooking teachers had been invited to contribute to the discussion and debate. However due to its cancellation, the audiences of workshops 1 and 2 were combined.

Workshop 2: Challenges of hybrid delivery in the service and restaurant sector

This workshop was led by two head-judges, Thomas Gasteiner (AT) and Guillaume Staquet (FR). While Austria and France still had a chance to invite students to schools in smaller groups for hands-on learning experience, many countries had to implement ad-hoc online solutions for teaching service and restaurant skills. This workshop was aimed at service / restaurant / bar / barista / sommeliers and other F&B skills teachers, to exchange good practices.

Workshop 3: Creative online classroom: changed modalities and challenging online examination

This workshop was led by Tanja Angleitner Sagadin (SI). Vocational schools and colleges throughout the AEHT network had one thing in common: learning by doing, learning from hands-on experience, enjoying the privilege of learning things in LIVE environment and profiting from specialized classrooms and coach-in-the-moment teaching approach until Covid19 arrived, and turned the vocational education for many upside down. The workshop addressed the issue of assessing knowledge, organizing examinations in these changed times, changing modalities of delivery to make “staring into the screen for hours each day” more interesting. Several school directors and general subject teachers shared their online and hybrid teaching approaches, policies, and strategies with the audience.

Organizers are sure that this conference was essential to keep in touch with its members, prepare them to travel again in view of their involvement in 2021 in international activities, events and projects of the AEHT.

1.2. Programme

CONFERENCE PROGRAM



Monday, November 30th to Thursday, December 3rd

Online competitions ([precise timetable was published in the relevant competition rules](#))

- Front Office,
- Tourism Destination,
- Hospitality Management.

Tuesday, December 1st

16.00 - 17.30 Presidium meeting

Wednesday, December 2nd

10.00 - 11.30 Executive Board Meeting

14.00 – 16.00 Academic program /webinar

Thursday, December 3rd

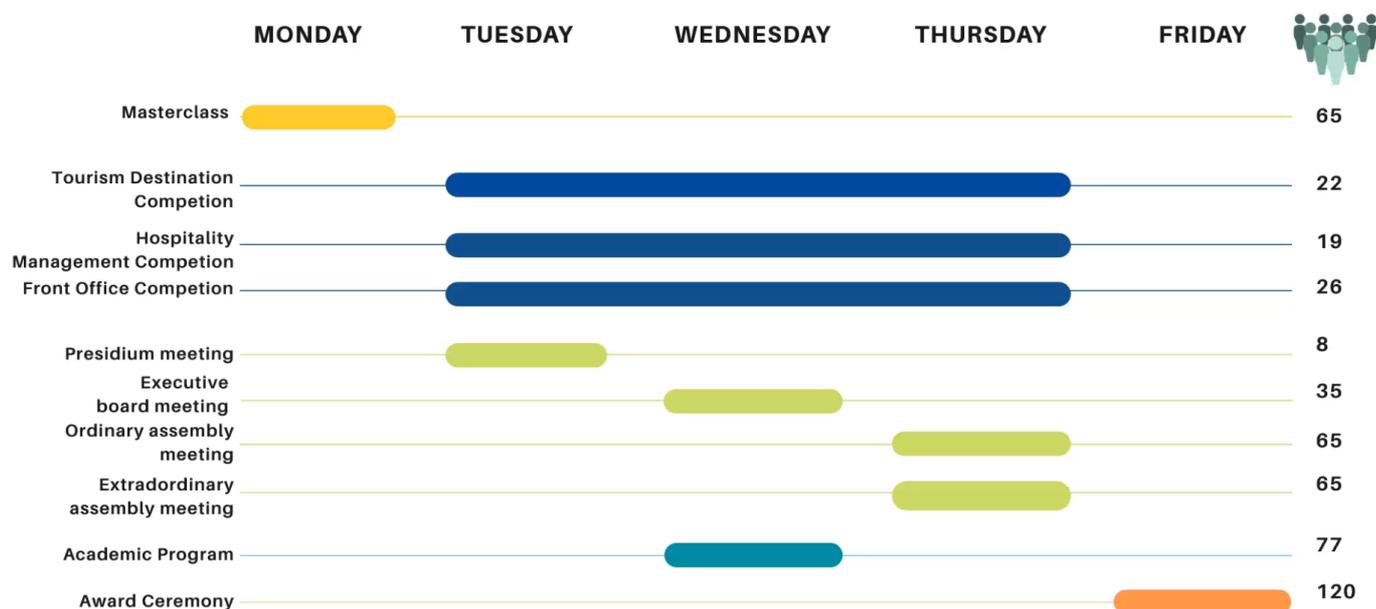
10.00 – 11.30 General Assembly

Friday, December 4th

10.00 – 11.00 Online Medal award ceremony

1.3. Statistics - Overall figures

When going virtual, it becomes more difficult to establish an exact number of participants. It is clear that for the meetings in 2020, more people than registered participants may have attend the sessions via a single online connection, thus biasing the exact number of registrants. The figures given below must therefore be nuanced:



- **Participation by country (in terms of enrolment*)**

* The actual participation cannot be quantified.

Country	Number of participants
Austria	16
Belgium	6
Croatia	23
Cyprus	1
Estonia	2
EU (Famagusta)	31
Finland	1
France	5
Greece	10
Hungary	1
Ireland	5
Italy	36
EU (Kosovo)	8
Latvia	3
Lithuania	7
Luxembourg	6
Montenegro	1
The Netherlands	14
Poland	6

Country (table continued from previous page)	Number of participants
Portugal	46
Russia	4
Serbia	1
Slovakia	2
Slovenia	21
Spain	3
Switzerland	1
Turkey	1
United Kingdom	5
TOTAL	266

1.4. Statistics - Competitors

- **By competitions**

ID	Competition	Number of competitors
1	Front Office	23
2	Tourism Destination	22
3	Hospitality Management	18
Total		63

- **By countries**

ID	Country	Number of competitors
1	Portugal	17
2	The Netherlands	10
3	Croatia	8
4	Austria	7
5	Italy	7
6	Slovenia	6
7	Latvia	2
8	Luxembourg	2
9	Belgium	1
10	EU	1
11	Poland	1
12	Russia	1
TOTAL		63

1.5. Statistics - Participation in comparison with former years

Participation at AEHT Annual Conferences					
Year	Location	Organising country	Schools	Countries	Participants
2020	AEHT Head Office	online	84	28	266 ¹
2019	Split	Croatia	101	30	599 ²
2018	Leeuwarden	The Netherlands	87	19	530 ³
2017	Ostend	Belgium	97	24	633 (947 ⁴)
2016	London	United Kingdom	104	23	544
2015	Cervia	Italia	118	29	603
2014	Belgrade	Serbia	94	28	569
2013	Savona, Barcelona, Palma, Ajaccio, Marseille	AEHT Head Office	112	33	721
2012	Ohrid	Rep. of Macedonia	117	30	575
2011	The Hague	The Netherlands	109	32	617
2010	Lisbon	Portugal	143	29	652
2009	Dubrovnik	Croatia	132	30	690
2008	Kuressaare	Estonia	130	32	660
2007	Jesolo Lido	Italy	137	33	650
2006	Killarney	Ireland	136	32	660
2005	Antalya	Turkey	130	31	646
2004	Bled	Slovenia	135	34	620
2003	Copenhagen	Denmark	140	28	564
2002	San Remo	Italy	139	29	705
2001	Linz	Austria	105	33	601
2000	Berlin	Germany	120	23	641
1999	Luxembourg	Luxembourg	127	24	940
1998	Faro/Vilamoura	Portugal	123	21	640
1997	Zandvoort	The Netherlands	115	23	596
1996	La Rochelle	France	101	19	814
1995	Gothenburg	Sweden	107	20	620
1994	Portrush	Northern Ireland	75	16	393
1993	Sciacca	Italy	75	15	500
1992	Antalya	Turkey	(71)	17	300
1991	Herk de Stad	Belgium	(64)	(16)	(332)
1990	Setubal-Troia	Portugal	(51)	(16)	(273)
1989	Anavyssos	Greece	39	16	(220)
1988	Strasbourg-Illkirch	France	25	16	(80)

¹ Number of persons registered, but probably more were attending (actual number n/a.)

² Not including VIPs, AEHT guests, organizing staff, aso.

³ Not including VIPs, AEHT guests, organizing staff, aso.

⁴ Including the organizing team of students, managing committee and partners

1.6. Financial Report – AEHT Annual Conference 2020

EXPENSES	in EUR (inclusive of VAT)
Accommodation	0
Catering	0
Transfers	0
Competitions costs	0
Staff costs (additional staff costs to support the AEHT Head Office)	0
General expenditure	0
Cost of cultural events and excursions	0
Cost of written and visual communication, design and print work, gadgets	0
TOTAL	0

INCOMES	in EUR (inclusive of VAT)
Registration fees	0
Sponsors (including contributions in kind)	0
TOTAL	0

FINAL RESULT	0
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2. Head judges' working group

In 2013, for the 25th AEHT Anniversary Annual Conference on the cruise ship, the organisational guidelines committee had been replaced by a head judges working group bringing together all head judges of the competitions taking place during the Annual Conference.

Since then, the head judges used to meet several months prior to the Conference to inspect the venue/facilities of the forthcoming competitions and to set up the programme and the official guidelines with the organizing team. This way competition documents are earlier available to the participating schools, allowing them to prepare well in advance for the various competitions.

In spring 2020, due to the pandemic, the Presidium had however to take a difficult decision with the substitution of the Annual on-site Conference in Aveiro by a virtual one, that could only host three out of the ten competitions organized in normal times, leaving seven head judges without assignment. The Head judges on duty in 2020 were those responsible for the Front Office, Tourism Destination and Hospitality Management competitions (see hereafter:

Composition of the head judges' working group 2021		
Competition	Head judge	E-mail address
Pastry	Ronny Thill	ronald.thill@education.lu
Wine service	Henk van der Meer	H.vandermeer@fcroc.nl
Cocktail	Thomas Gasteiner	thomas.gasteiner@hltsemmering.ac.at
Barista	Alfio Rivalta	alfio_rivalta@libero.it
<i>Tourist destination</i>	<i>Asdis Vatnsdal</i>	<i>asdis.vatnsdal@mk.is</i>
<i>Front office</i>	<i>Emil Juvan</i>	<i>emil.juvan@fts.upr.si</i>
<i>Hospitality Management</i>	<i>Theo Verkoyen + Paulo Vaz</i>	<i>theo.verkoyen@vives.be , paulo.vaz@escolas.turismodeportugal.pt</i>
Decathlon	Marcus Hallgren	marcus.hallgren@koping.se
Culinary arts	Alexandre Ferreira	alexandre.ferreira@turismodeportugal.pt
Restaurant service	Guillaume Staquet	Guillaume.Staquet@ac-versailles.fr

For the upcoming Annual Conference in Tallinn, all competitions will be held again. However, restrictions due to the pandemic did not allow the group to meet at the conference venue in spring 2021, despite an initial postponement of the meeting from March to May. The organisers had to opt for a virtual exchange between the local competition coordinators and their respective head judge.

3. AEHT events calendar

Due to the sanitary measures, most events scheduled during the academic year 2020/2021 had to be cancelled or organised in a virtual form.

- **General overview of AEHT events organized under the aegis of the AEHT**

Event			
2nd half of 2020			
No other events were organized apart from the AEHT Annual Conference online.			
Date	Venue	Events	Participants
1st half of 2021			
April 21 st – 22 nd	Bled (SI) online	15 th Bartender G&T Competition - Topic 'online mixing'	27 competitors from 20 AEHT member schools from 11 countries.
April 26 th - 29 th	Castel San Pietro Terme (IT)	22 nd edition of the Bartolomeo Scappi International Competition (barista, bar, sommelier, pastry, cooking, oeno-gastronomic exhibition competitions)	postponed for the 2 nd time due to the COVID-19 pandemic

Videos on the G&T CUP competition in Bled have been prepared by the student organising team and can be viewed under:

- 1 minute video: <https://www.youtube.com/watch?v=Chp1ezBpnOI>
- More detailed 4-minute video: <https://www.youtube.com/watch?v=KAfyIBhcW8k>

- **Webinars organized by the AEHT Head Office**

To flesh out the calendar of events, which had been cut back several times due to the restrictions imposed by the pandemic, the AEHT Presidium has launched a series of webinars which will continue beyond the current academic year.

Date	Venue	Webinar topic	Panellists
2021			
April 28 th	online	Digital Tools in an Educational setting.	<p>John Lohr, HOSCO - Lobster ink in association with HOSCO</p> <p>Andres Velasquez, CESIM - Cesim hospitality digital solutions</p> <p>Rui Grilo, Western Europe Director - Education Sector at Microsoft</p> <p>Paulo Vaz, Turismo de Portugal - 'Best Practices' currently used in European tourism and hospitality teaching.</p>
May 26 th	online	Placements, educational online training opportunities, best practices in AEHT schools	<p>Dr. Olga Novitskaya, AHLEI - AHLEI product & service portfolio</p> <p>Kadri Riis, Haridusteh-noloog - Best practice in education at Kuressaare Ametikool</p> <p>Mojca Polak, MIC Academy of Culinary Arts and Tourism - 'Food for thought' project</p>

4. Christmas in Europe 2020

The Christmas in Europe event in December 2020 had to be cancelled due to the severe health restrictions, if not lockdown, in Ireland.

Participation in the Christmas in Europe events - Overview Table

Participation in the Christmas in Europe events				
Year	Town	Participants	Countries	Schools
2020	Waterford	Postponed due to the pandemic		
2019	Barcelona	120****	16	21
2018	Riga	130****	16	24
2017	Fatima	114****	13	21
2016	San Benedetto del Tronto	95****	11	17
2015	Diekirch	120****	14	23
2014	Prešov	103	13	19
2013	Marseille	99 *	13	16
2012	Budapest	100	14	19
2011	Zagreb	96 ***	15	20
2010	Ponta Delgada	76	11	16
2009	Poznan	115	18	25
2008	Chinon Castle	90 **	13	17*
2007	Semmering	69	12	15*
2006	Orebrö	81	13	16
2005	Fundaõ	7	11	15
2004	Bad Ischl	86	16	18

Participation in the Christmas in Europe events (to be continued)				
Year	Town	Participants	Countries	Schools
2003	Senigallia	135	16	22
2002	Kuresaare	70	12	14
2001	Poznan	150	19	20
2000	Rhodes	300	17	18
1999	Bonneville	72	10	12
1998	Podebrady	70	12	13
1997	Espoo	92	14	15
1996	Budapest	90	11	13
1995	Barcelona	70	10	13
1994	Copenhagen	88	13	19
1993	Kaysersberg	110	10	11

* except organising school / ** number to be confirmed by organising school / *** except Croatian schools who came to help the organisers of the event / **** only a delegation of 5 persons from the organizing school have been taken into account.

5. Youth Parliament

The AEHT Youth Parliament has the following key aims:

- providing networking opportunities and cultural exchanges for students of AEHT member schools;
- enhancing participants' ability to understand and debate some very pressing issue in relation to the hospitality, travel and tourism industries;
- improving participants' knowledge of the hospitality, travel and tourism sector, their English language communication skills and their confidence, and giving them the opportunity to elect a Student president to represent the student voice at the upcoming AEHT Annual conference;
- setting up of their own manifesto, containing their agreed solutions to some of the problems associated with the main topic.

Due to the Covid-19 pandemic, the Youth Parliament scheduled in Portugal in 2021 had to be postponed for the second time.

Overview Table of the Youth Parliaments held so far:

Participation in AEHT Youth parliaments			
	Town	Topic	Participation
26 - 31.10.2010	Bad Ischl	“ Working in tourism – today and tomorrow: visions, expectations and challenges for tourist education”.	30 students from 15 European countries
08 - 14.04.2013	Kopavogur (IS)	“Reducing Carbon Footprints – how can today’s tourism services contribute to environmental protection?”	18 delegates from AEHT member schools in 9 countries
22 - 27.04.2014	Porec (HR)	“The Information and Communication technologies (TIC) and its influence on the future of tourism”	37 delegates from AEHT member schools in 9 countries
03 - 07.05.2016	London (UK)	“The impact of immigration on the travel and tourism industry in Europe”.	23 participants from 14 AEHT member schools from 8 countries
02 - 06.05.2017	Famagusta, (EU)	“ Slow tourism and mass tourism: Can the two meet?”	24 participants from 10 AEHT member schools from 7 countries
30.04 – 03.05.2019	London (UK)	“ Climate Change and the Hospitality, Travel and Tourism Industries”.	24 participants (12 Male and 12 Female) from 19 AEHT member schools in 12 different countries.

6. Composition of the AEHT Presidium

The composition of the AEHT Presidium remains unchanged for the academic year 2020/2021. Currently the attributions of Presidium members are as follows:

Task portfolios of the AEHT Presidium members till November 2021			
Forename	Surname	Function	Tasks
Remco	KOERTS	President	*Responsible for the official representation, the general communication and the coordination of AEHT affairs; *In charge of providing support to the organizers and head judges of the annual conferences and competitions as well as creating in that field synergies with other organizations.
Ray	CULLEN	Vice-President	*Responsible for the relationship with existing Privileged Professional Partners (PPPs), the recruitment of new companies to strengthen the financial sustainability of the AEHT and the development of a "PPP market" at the annual conferences; *In charge of the supervision and development of the competitions organized at the Annual Conference
Michel	LANNERS	Vice-President	*Responsible for organising an "Academic Programme" for headmasters (and teachers) to be held during the annual conferences to improve the attractiveness of the event for this target group. (based on the development together with experts of a conceptual or academic input in order to stimulate reflection in the field of future hospitality and tourism trends). *Responsible for providing assistance in administrative and legal matters regarding the establishment of the AEHT Head Office in Luxembourg
Neeme	RAND	Vice-President	*Responsible for IT Solutions & AEHT website
Ana Paula Sanne	PAIS HUYGENS	Vice-Presidents	*Responsible for the activation, coordination and stimulation of the AEHT National Representatives network and activities; * Responsible for analysing the demand for teacher placements in the future.
Klaus	ENENGL	Treasurer	*In charge of AEHT's finances and accounts
Nadine	SCHINTGEN	General Secretary	*Responsible for the day-to-day management of the AEHT

Since March 2021 the AEHT Presidium is also able to count on the services of Ronny Thill, teacher at Luxembourg Hotel and Tourism School and long-time Head Judge for the Pastry competition at Annual Conferences. He is currently trained by Nadine Schintgen to take over her duties after her departure in November 2021.

7. Elections of National Representatives

In April 2021 the AEHT Head Office launched the process of electing national representatives by calling for applications in each member country of the Council of Europe. In most countries we received only one candidacy, and only in two countries, namely Croatia and France, it was necessary to organise an online ballot.

CALENDAR	
April 19 th , 2021	AEHT Head Office: information mailing to directors of all member schools and launching the call for candidates (online candidate form)
May 7 th , 2021	AEHT School Directors: deadline for the submission of their application for the position of National Representative
May 2021	AEHT Head Office: organisation of online elections in countries with several candidates. Organisation of a second vote in countries where no candidate obtains an absolute majority during the first ballot (i.e. half the votes plus one).
June 11 th , 2021	AEHT School Directors: Deadline for casting their vote for the second ballot (objective: decide between the two candidates with the most votes in the first round).

As for some countries no applications had been received, the AEHT Head Office undertook mid-June to contact all member schools in the relevant countries to fill the vacancy.

The process took longer than expected and, the results of the elections were not available until September, which delayed the second phase of the electoral process by several months, namely the call for candidates for the election of the new Presidium, which will be elected for a four-year term, from among the newly appointed National Representatives, at the next Executive Board meeting in Tallinn.

8. AEHT meetings

8.1. Virtual meetings of the Presidium

Under the current Presidium nearly monthly Microsoft Teams meetings (outside months with a physical Presidium meeting) have been introduced in February 2018 to make the management of the AEHT more efficient. For the academic year 2020/2021, following Teams meetings took place:

2020	2021
➤ September 21 st , 2020	➤ January 11 th , 2021 (with the new fiduciary GSL)
➤ October 13 ^h , 2020	➤ February 10 th , 2021
➤ November 3 rd , 2020	➤ March 16 th , 2021
➤ December 1 st , 2020	➤ April 21 st , 2021
	➤ May 19 th , 2021
	➤ June 16 th , 2021

8.2. Physical meetings of the Presidium

Due to the pandemic, no physical Presidium meetings could be organized during the academic year 2020/2021.

8.3. Meetings of the Executive Board

For the same reasons, during the academic year 2020/2021, all meetings of the Executive Board had to be held online. A physical meeting was scheduled for May 28th - 29th, 2021 in Tallinn, but had to be cancelled.

➤ December 2 nd , 2020	online
➤ March 26 th , 2020	online

Reports covering these meetings may be found under the ‘Meetings and reports’ section on the AEHT web site www.aeht.eu.

8.4. Ordinary and Extraordinary General Assemblies

➤ December 3 rd , 2020	online (Ordinary and extraordinary assembly)
➤ January 7 th , 2021	online (Extraordinary assembly)

Reports covering the General Assembly are available under the ‘Meetings and reports’ rubric on the AEHT web site.

9. Other representations

It is traditional for the Presidium to be represented by one of its members at AEHT events, as well as at events organised by member schools under the aegis of the AEHT. Since in the course of the 2020/2021 academic year many events had to be cancelled or postponed, or even nipped in the bud at an early stage, only a few representations could be carried out.

As travelling abroad remained very difficult during the past academic year, so were physical meetings with key players with the aim of improving the performance and attractiveness of our association.

Date	City	Event	AEHT Representative
2020			
October 7 th	online	Meeting with Skills Coordinators	Remco Koerts
November 16 th	online	Online webinar on the development of online education in VET, MBO Raad	Remco Koerts
December 7 th	Rotterdam (NL)	Development of the online competition ‘Show me the Concept’	Remco Koerts
2021			
January 12 th	Luxembourg (LU)	Erasmus+ 2019 Trophy Ceremony at Erasmus+ National Agency Anefore	Nadine Schintgen
February 19 th	The Hague (NL)	Meeting with the Board of ROC Mondriaan regarding the development of an AEHT App	Remco Koerts

Date	City	Event	AEHT Representative
2021 (continued)			
May 20 th	Woerden (NL)	AEHT presentation for the platform regarding the internationalisation in VET schools in the Netherlands.	Remco Koerts
June 1 st	Athens (GR)	Visit of Le Monde - Institute of Hotel and Tourism Studies – Invitation to join the AEHT	Michel Lanners

10. AEHT database and publications

10.1. AEHT database

On July 1st, the AEHT reckons some 300 member accounts in its database. This number includes active (264) and inactive (28) accounts. The later are accounts of new members that got accepted but have not yet paid their annual subscription and entrance fees. Besides, there are in total 8 professional member and privileged professional partner accounts.

The AEHT database allows member schools to register directly for the AEHT Annual Conference and also school account managers to include contact details of all colleagues interested in AEHT activities, in particular of the director and the AEHT contact person, thus enabling them to receive automatically all official mailings sent out by the AEHT Head Office. However, for the system to work properly, it is necessary for each school to check at least once a year all the data contained in its account and to update any data that have changed! This task, which used to be carried out by the AEHT Head Office, is now under the responsibility of each school.

For updating your information in the AEHT database, please refer to the following address: <https://db.aeht.eu> .

10.2. Use of Office 365

According to Ahti Paju, the AEHT webmaster, there are many other platforms the AEHT could have used, but Office 365 offers, with one single account, a lot of interrelated platforms and various efficient tools (mail server, SharePoint, Online Office application, One Drive for Business - 1000 GB by user, Skype Business, Microsoft teams), that will make working together much easier and more efficient. Using Office 365 will take fewer operations to handle documents and allow several people to work on the same document. Besides, this platform is much more secure and supports many languages (training material exists in almost all EU languages). Moreover, for the AEHT, Office 365 Education is free of charge and its license is unlimited.

For all these reasons, the AEHT officials decided at the beginning of 2017 to use the Office 365 platform to be able to continue to offer professional and efficient services to the AEHT community, while keeping up with modern IT developments. It was agreed that the implementation would be carried out in several stages.

The first two steps have already been accomplished:

- 1st step: implementation of Office 365 by the AEHT Head Office during the 2nd semester of 2017.
- 2nd step: implementation of Office 365 by all Presidium members beginning of 2018.

We have now started the 3rd phase, where all Head Judges and members of the Executive Board will be required to make use of it.

10.3. AEHT electronic newsletters and AEHT promotional brochure

Since End 2018, all AEHT newsletters are produced by means of the web-based presentation application Sway, which is part of the services offered by Office 365 and enables to combine text and media for more attractive online newsletters. Due to the pandemic, only one AEHT newsletter could be issued during the period 2020/2021 and published in September 2020 on the AEHT website (www.aeht.eu) and Facebook account.

Regarding the new brochure outlining the many benefits of AEHT membership published in March 2020, was dispatched to all National Representatives at the end of March 2021, with the request to forward it to their national members and to all potential school and professional members. A copy of the brochure can be downloaded at: <http://www.aeht.eu/en/presentation-of-the-aeht>. The brochure is complemented by a flyer containing information on the current composition of the Presidium and a list of all the Annual Conferences held so far. As this information evolves over time, it is likely to be re-issued whenever major changes occur.

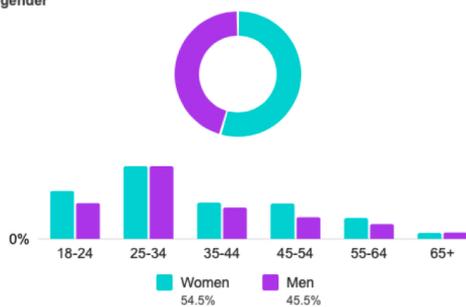
10.4. AEHT Facebook account

The Facebook page is available at the following address: <https://www.facebook.com/aeht.eu> and was followed on August 1st, 2021 by 3200 persons, which represents an increase of 0,85 % compared to End July 2020 (3173 followers).

The total number of ‘likes’ rouse by 66 units (2,12 %) in one year; from 3119 likes on July 30th, 2020 to 3185 likes on August 1st, 2021, which is fine given the particular circumstances created by the pandemic.

Facebook Page
likes
3.2K

Age & gender

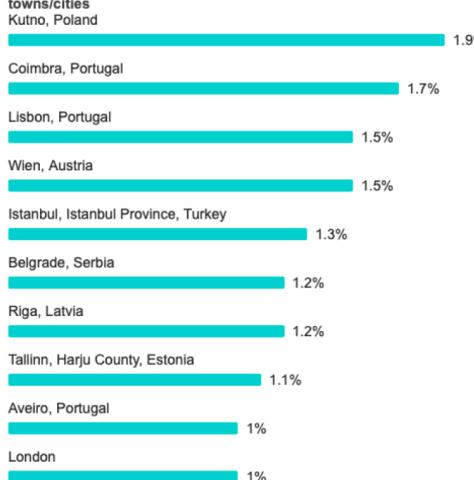


Instagram
followers
268

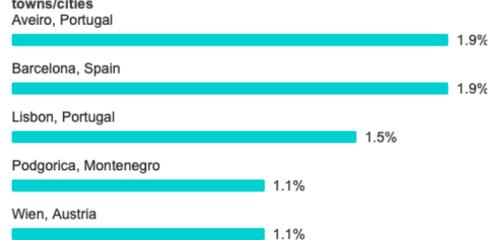
Age & gender

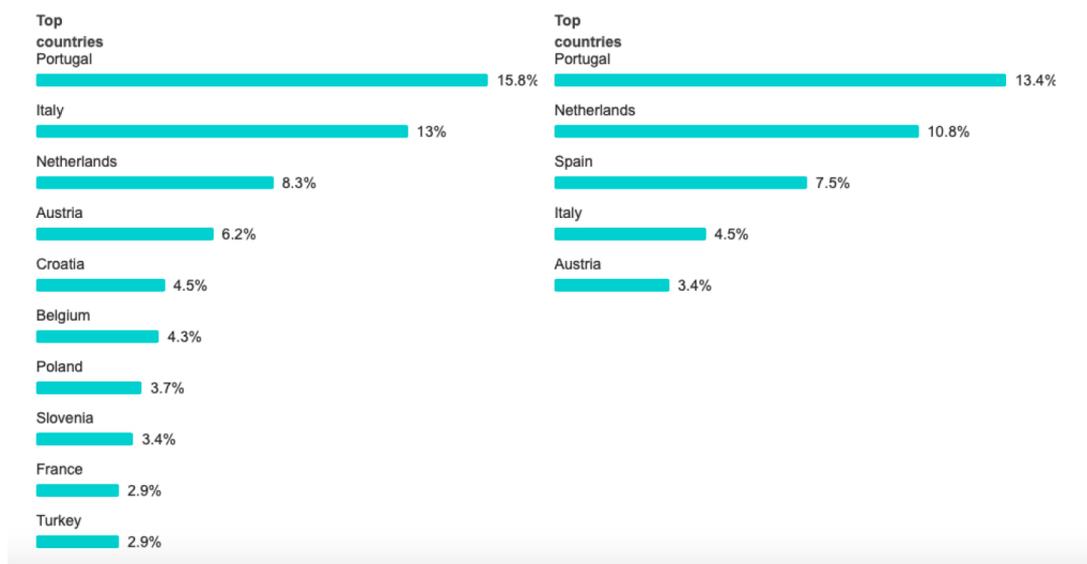


Top towns/cities



Top towns/cities





10.5. AEHT website (www.aeht.eu)

During the first semester of 2016, a new website had been put online by the AEHT webmaster, Ahti Paju, together with Klaus Enengl and Neeme Rand, both Vice presidents at that time. As the use of mobile phones (smartphones) and tablet computers had increased significantly, the IT team of the AEHT had created a platform facilitating access to the site from these media. This platform is now fully operational for several years.

Below you will find an overview of the characteristics of the website audience between 1st August 2020 and 31st July 2021.

In brief, within the last academic year and, in comparison, with the previous year, the audience has dropped by 24,2 % from 23.041 to 17.469 users, the number of sessions by 23,7 % from 28.780 to 21.965 and the page views by 20,8 % from 52.433 to 41.521 pages. The graphic below shows that most traffic is reached on the AEHT web site during the first months of the academic year matching with the preparatory periods of the Annual conference and, usually, also of the Christmas in Europe event. In view of the cancellation of the latter, there was an exceptional drop in the audience after the end of the online congress in 2020.

➤ Audience overview

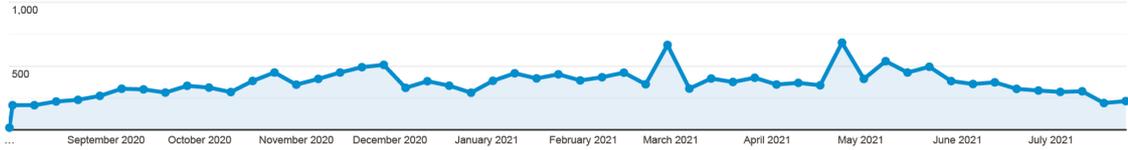
Audience Overview

1 Aug 2020 - 31 Jul 2021

All Users
100.00% Users

Overview

Users



Users
17,469

New Users
17,453

Sessions
21,965

Number of Sessions per User
1.26

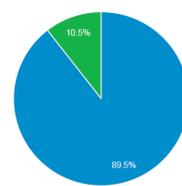
Page Views
41,521

Pages/Session
1.89

Avg. Session Duration
00:01:20

Bounce Rate
71.41%

New Visitor Returning Visitor



Language

Language	Users	% Users
1. en-us	5,200	29.66%
2. en-gb	2,215	12.63%
3. fr-fr	1,211	6.91%
4. it-it	917	5.23%
5. nl-nl	708	4.04%
6. fr	599	3.42%
7. pt-pt	580	3.31%
8. zh-cn	504	2.87%
9. de-de	391	2.23%
10. es-es	335	1.91%

➤ Location of AEHT web site visitors:

All Users
100.00% Users

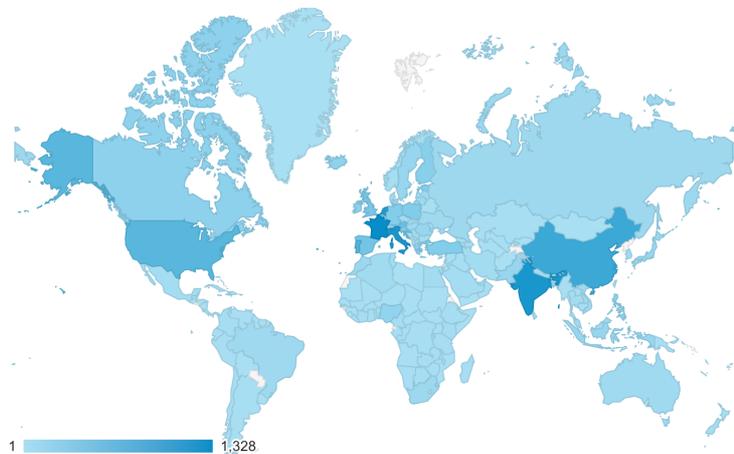
+ Add Segment

1 Aug 2020 - 31 Jul 2021

Map Overlay Explorer

Summary Site Usage Goal Set 1 E-commerce

Users



Country	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	17,469 % of Total: 100.00% (17,469)	17,466 % of Total: 100.07% (17,453)	21,965 % of Total: 100.00% (21,965)	71.41% Avg for View: 71.41% (0.00%)	1.89 Avg for View: 1.89 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)
1.  France	1,328 (7.58%)	1,323 (7.57%)	1,562 (7.11%)	75.61%	1.75	00:01:03
2.  Italy	1,170 (6.68%)	1,175 (6.73%)	1,600 (7.28%)	64.88%	2.38	00:01:56
3.  India	1,169 (6.67%)	1,165 (6.67%)	1,264 (5.75%)	83.86%	1.26	00:00:35
4.  Netherlands	1,020 (5.82%)	1,017 (5.82%)	1,430 (6.51%)	63.01%	2.28	00:01:32
5.  China	897 (5.12%)	897 (5.14%)	904 (4.12%)	95.35%	1.05	00:00:01
6.  Portugal	714 (4.08%)	713 (4.08%)	1,048 (4.77%)	66.51%	2.02	00:01:40
7.  United States	654 (3.73%)	652 (3.73%)	696 (3.17%)	82.61%	1.36	00:00:34
8.  Austria	528 (3.01%)	529 (3.03%)	705 (3.21%)	63.12%	2.31	00:01:37
9.  Belgium	525 (3.00%)	527 (3.02%)	741 (3.37%)	64.91%	2.15	00:01:24
10.  Croatia	508 (2.90%)	497 (2.85%)	795 (3.62%)	55.85%	2.93	00:02:23
11.  Spain	442 (2.52%)	441 (2.52%)	510 (2.32%)	78.04%	1.58	00:00:59
12.  United Kingdom	383 (2.19%)	382 (2.19%)	414 (1.88%)	78.02%	1.63	00:00:57
13.  Poland	323 (1.84%)	320 (1.83%)	384 (1.75%)	69.53%	1.94	00:01:42
14.  Estonia	321 (1.83%)	317 (1.81%)	569 (2.59%)	53.95%	2.71	00:02:18
15.  Germany	314 (1.79%)	311 (1.78%)	372 (1.69%)	81.18%	1.49	00:00:51
16.  Turkey	311 (1.78%)	311 (1.78%)	402 (1.83%)	61.69%	2.64	00:01:48
17.  Slovenia	284 (1.62%)	282 (1.61%)	546 (2.49%)	52.93%	2.61	00:02:18
18.  Finland	266 (1.52%)	266 (1.52%)	307 (1.40%)	78.83%	1.71	00:00:50
19.  Greece	257 (1.47%)	256 (1.47%)	321 (1.46%)	75.08%	2.11	00:00:51
20.  Philippines	230 (1.31%)	230 (1.32%)	248 (1.13%)	85.89%	1.19	00:00:54
21.  Canada	226 (1.29%)	226 (1.29%)	246 (1.12%)	78.46%	1.44	00:00:44
22.  Luxembourg	225 (1.28%)	223 (1.28%)	435 (1.98%)	52.64%	2.77	00:03:43
23.  Ireland	220 (1.26%)	219 (1.25%)	283 (1.29%)	68.20%	2.33	00:01:28
24.  Iceland	209 (1.19%)	208 (1.19%)	261 (1.19%)	71.65%	1.78	00:01:53
25.  Nigeria	192 (1.10%)	191 (1.09%)	233 (1.06%)	69.96%	1.79	00:02:02

Activity

11. Electronic communication

Over the course of the academic year 2020/2021, the AEHT Head Office has sent fewer official mailings (around 45) to members than in the years before the pandemic (around 60), due to the many postponements and cancellations of face-to-face events planned by our member schools.

12. Erasmus Plus Programme

The report for Erasmus Plus project no. **2019-2-LU01-KA105-050159**, which was set up to co-finance the Christmas in Europe event held in December 2019 in Barcelona (ES), was finally approved on November 24th, 2020, following the submission of additional documents to ANEFORÉ, the Erasmus Plus Agency in Luxembourg, and the balance of the grant was transferred to the AEHT on the same day.

While, due to the pandemic, the project in preparation with the Waterford Institute of Technology to co-finance the 2020 edition of Christmas in Europe had to be abandoned midway, the edition is being rescheduled for 2021 in Waterford (IE), during the famous Winterval, Ireland's major Christmas festival, hosting more than 30 events and over 300,000 visitors. This time, Vice President Ray Cullen and Secretary General Nadine Schintgen worked closely together to ensure the submission of the project for EU co-financing before the deadline of May 18th, 2021. The project proposal (no. **2021-1-LU01-KA152-YOU-000037758**) was approved by ANEFORÉ on 15th July 2021. A preparatory meeting for the event will take place with most of the partners during the AEHT Annual Conference in Tallinn (EE).

The community grant represents a significant financial support for both the organizers and participants of the event, and we wish to thank the Luxembourg Agency ANEFORÉ for their support in the setting up of the project and the European Commission for the means put at our disposal to improve the organization of our Christmas in Europe events as well as to ease the participation of all AEHT member schools, even those with poor financial means.

Diekirch, September 3rd, 2021



Remco KOERTS
AEHT President



Nadine SCHINTGEN
AEHT General Secretary

13. Table of content

1. 33rd AEHT Annual Conference – first AEHT online Conference	2
1.1. General aspects and content	2
1.2. Programme	3
1.3. Statistics - Overall figures	4
1.4. Statistics - Competitors	5
1.5. Statistics - Participation in comparison with former years	6
1.6. Financial Report – AEHT Annual Conference 2020	7
2. Head judges’ working group	7
3. AEHT events calendar	8
4. Christmas in Europe 2020	9
5. Youth Parliament	10
6. Composition of the AEHT Presidium	11
7. Elections of National Representatives	12
8. AEHT meetings	12
8.1. Virtual meetings of the Presidium	12
8.2. Physical meetings of the Presidium	13
8.3. Meetings of the Executive Board	13
8.4. Ordinary and Extraordinary General Assemblies	13
9. Other representations	13
10. AEHT database and publications	14
10.1. AEHT database	14
10.2. Use of Office 365	14
10.3. AEHT electronic newsletters and AEHT promotional brochure	15
10.4. AEHT Facebook account	15
10.5. AEHT website (www.aeht.eu)	16
11. Electronic communication	19
12. Erasmus Plus Programme	19
13. Table of content	20