



**European Association of Hotel and Tourism
Schools**

**(Association européenne des Ecoles
d'Hôtellerie et de Tourisme)**

**ACTIVITY REPORT
Academic year 2017/2018**

1. 30th AEHT Annual Conference in Ostend (BE)

1.1. General aspects

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 with each other in a variety of disciplines.

The conference took place from November 13th to 18th, 2017 in the Belgian city of Ostend. A non-profit organization was set up for the management of the conference. Six core members of four different schools were involved, forming the managing committee. Pupils and teachers from 14 different Flemish schools have joined forces to make this conference a pleasant experience for everyone. Their tasks included the preparation of the competition venues, the organization of the lunch buffets, of the opening and closing ceremony, of the gala-dinner and of the visits to 5 Belgian art cities (Brussels, Bruges, Mechelen, Antwerp and Ghent), ...

All students and teachers were thus offered a practical implementation for their professional and linguistic skills by organising and taking part in an event with international dimension. The conference provided an opportunity for a rich exchange of socio-cultural knowledge, of teaching materials and of professional knowledge and skills, as well as for the promotion of hotel and tourism training in Europe.

Eleven competitions took place during this conference, in the areas of pastry, culinary arts, decathlon, restaurant service, wine service, cocktail, barista, front office, tourism destination, hospitality management as well as the 2017 Palm & Cornet Beer competition.

The 30th AEHT conference took place in the beautiful Kursaal of Ostend as a permanent location for the whole event. During the opening ceremony the show group Vredon took the stage with 50 young people on the first night and provided the audience with a magnificent performance in which dancers and flag carriers alternated in a dazzling show. The award ceremony took place in the same grandiose auditorium. Due to the large number of rooms and meeting rooms, most activities could be accommodated in the Kursaal, from master classes, briefings and competitions to workshops and meetings. For the competitions related to tourism, there was close cooperation with "Toerisme Oostende", whose offices are located in front of the Kursaal.

In addition to the cooperation of the 14 Flemish hotel and tourism schools, a number of enthusiastic partners ensured the success of this conference. Thanks to the cooperation of VLAM, the Flemish Center for the Marketing of the Agro-food and Fishery products (Vlaams Centrum voor Agro- en Visserijmarketing vzw), we were able to offer the participants 2 food trucks on November 2nd. Moreover, VLAM organised the promotion of typical Belgian fish and meat varieties during the conference.

Callebaut set up a chocolate stall in the entrance hall of the Kursaal. In addition, they offered chocolate of the highest quality that was used during the Pastry competition. Interested participants could also take part in a Callebaut workshop.

"Horeca Vorming Vlaanderen" contacted the chefs of "Jong Keukengeweld" to add an advisory member to the jury of the culinary art contest. In addition, 2 young top chefs were found willing to give a workshop. Bellorta on the other hand, guaranteed high-quality fruit and vegetables during the entire conference and thanks to the cooperation of Rombouts, tasty coffee was served throughout the event.

And last but not least, Palm was a leading partner in the organization of the 30th conference. During the conference, products from the Palm Brewery could be tasted at the bar in the entrance hall and at lunch. They provided a unique competition with well-known beer sommeliers: the 2017 Palm & Cornet Beer Competition. And Palm organised a fascinating workshop as well. Apart from the interesting excursions and workshops, different stalls and presentations could be visited and attended during the event.

The Belgian National Agency of Epos organised an information moment about the possibilities that Erasmus+ offers to pupils and teachers to gain experience abroad. Master Talent Foundation, a Belgian educational institute (school for adult education) that offers work based learning programmes and internship programmes for students and young graduates in the field of gastronomy, presented itself to the Executive Board. During the same meeting, focus was put on the "Visit Flanders Culinary Plan".

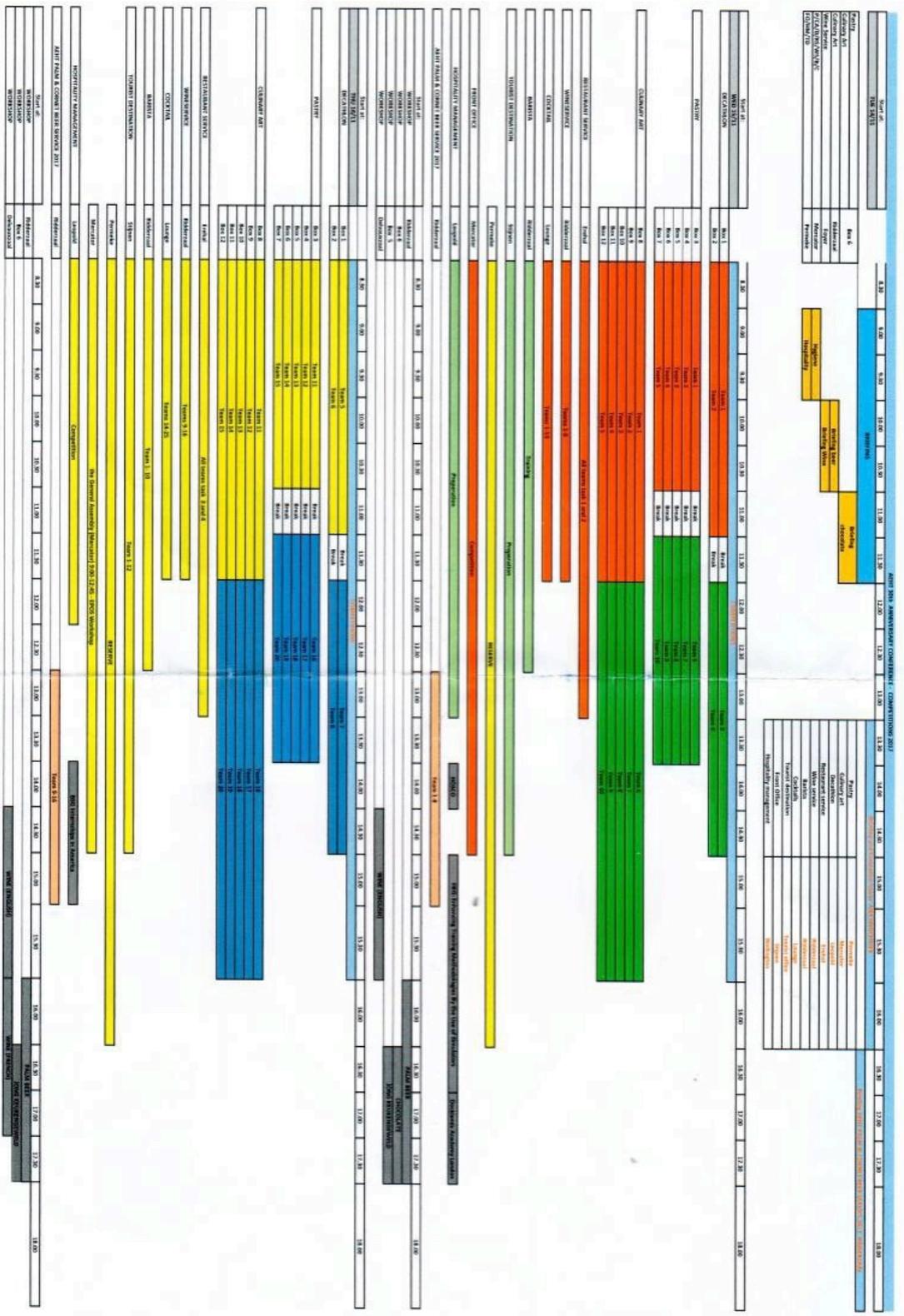
A few AEHT privileged professional partners were present with an information stall, notably the Cognac Embassy, Hosco and DAL (Dockland Academy London). Some partners chose to present themselves during a workshop: BSG (internship opportunities in America), Hosco, DAL.

The organisation of this conference and the competitions were a great challenge for the Belgian network of hotel and tourism schools, but at the same time it was a fine opportunity to put the key competences and professional skills of all these students and staff members into practice. The organising committee is convinced that this conference has made a considerable contribution to the promotion of Ostend and the whole of Belgium as a tourist destination.

1.2. Programme

Start at:	07:00H	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30	20:00	20:30	21:00	21:30	22:00	23:00
MON 12/11																															
	ARRIVAL → BEFORE 17:00																														
	Meals from 12:00 till 19:00 (Foodtrucks) Kursaal Ostend																														
	TRANSFER BY TRAIN, SHUTTLE FROM BRUSSELS AIRPORT, CHARLENOI AIRPORT TO OSTEND TERMINAL LUGGAGE TRANSFER BY SHUTTLE FROM OSTEND TERMINAL TO HOTEL																														
TUE 14/11																															
WED 15/11																															
THU 16/11																															
FRI 17/11																															
SAT 18/11																															

AEHT 30th ANNIVERSARY CONFERENCE & COMPETITIONS 2017



1.3. Statistics

The event attracted 633 participants in total from 97 schools located in 24 European countries as follows:

Total from AEHT schools	633
• Students	286
• Teachers	169
• Directors	63
• Partners and other guests	115
Total from Ostend Organising Committee	314
• Queen and Musketeers (=Sanne Huygens & Co)	6
• Schools	(14)
• Students	279
• External partners	29
TOTAL number of participants	947

Participation in the competitions

During this AEHT Annual Conference, competitions were held in 11 categories:

*COMPETITIONS	PARTICIPANTS
Culinary arts - A2	52
Decathlon - A2	24
Pastry - A2	36
Barista - B1	16
Cocktail bar - B1	26
Wine service - B1	14
Restaurant Service - B1	32
Front Office - B2	30
Tourist Destination - B2	35
Hotel Management - B2	10
2017 Palm & Cornet Beer Competition	4
TOTAL	279

Participation in excursions and workshops:

During this AEHT Annual Conference, following excursions and workshop were held:

*EXCURSIONS	PARTICIPANTS
Visit of Brussels	50
Visit of Mechelen	0
Visit of Antwerpen	40
Visit of Brugge	100
Visit of Gent	50
Visit of Flanders Fields	300
TOTAL	540

*WORKSHOPS	PARTICIPANTS
Young Kitchen Rebels	40
Callebaut	60
Palm	30
Wine	20
TOTAL	150

Participation at the AEHT Annual Conference					
Year	Location	Organising country	Schools	Countries	Participants
2017	Ostend	Belgium	97	24	633 (947 ¹)
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

¹ Including the organizing team of students, managing committee and partners

Participation at the AEHT Annual Conference					
Year	Location	Organising country	Schools	Countries	Participants
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	Anavysos	Greece	39	16	(220)
1988	Strasbourg-Illkirch	France	25	16	(80)

1.4 Financial Report – AEHT Annual Conference 2017

EXPENSES	in EUR
Accommodation	132 914,00
Catering	85 911,00
Competitions (kitchen boxes, rental and acquisition of material, ingredients)	51 938,00
Cultural activities	17 310,00
Organisational costs	108 248,00

TOTAL :	396 321,00 EUR
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INCOME	in EUR
Registration fees	360 569,00
Non registered participants and extra's	20 571,00
Sponsoring (donations of goods and finances)	30 000,00

TOTAL : 411 140,00 EUR

CONFERENCE RESULT	14 819,00 EUR
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LOSS FROM THE PREPARATORY MEETING IN MARCH 2017 (with AEHT Presidium, National Representatives & Head Judges)	- 13 634,96 EUR
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FINAL RESULT	1 184,04 EUR
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2. Head judges' working group

A few years ago, 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.

The head judges 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 these documents are earlier available to the participating schools, allowing them to prepare well in advance to the various competitions.

In 2018, the composition of the head judges' working group was the same as in 2017. No country is any longer represented several times in this group. The members of this group met on 17th March 2018 in Leeuwarden (NL) on the occasion of the AEHT Executive Board meeting and the preparatory meeting of the next Annual Conference in Leeuwarden.

Composition of the head judges' working group		
Coordinator: former Vice President Remco Koerts		
Competition	Head judge	E-mail address
Pastry	Ronny Thill	ronald.thill@education.lu
Wine service	Theo Verhofstadt	t.verhofstadt@derooipannen.nl
Cocktail	Thomas Gasteiner	thomas.gasteiner@hltsemmering.ac.at
Barista	Alfio Rivalta	alfio_rivalta@libero.it
Tourist destination	Asdis Vatnsdal	asdis.vatnsdal@mk.is
Front office	Helena Cvikl	helena.cvikl@vsqt-mb.si
Management	Theo Verkoyen	theo.verkoyen@vives.be
Decathlon	Marcus Hallgren	marcus.hallgren@koping.se
Culinary arts	Alexandre Ferreira	alexandre.ferreira@turismodeportugal.pt
Restaurant service	Guillaume Staquet	Guillaume.Staquet@ac-versailles.fr

3. AEHT events calendar

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

Date	City	Event	Participants
2017			
27 th September - 1 st October	Maribor (SI)		8 competitors from 3 AEHT member schools from 3 countries

2017 (continued)			
23 rd - 27 th October	Prešov (SK)	Eurocup 2017 – 25 th edition of the Junior bartenders (and barista) competition (special jubilee edition), organized in collaboration with the Cognac Academy, Prešov (SK)	35 competitors from 10 AEHT member schools from 5 countries and 25 participants from non-member schools
2 nd – 7 th December	Fatima (PT)	26 th edition of the Christmas in Europe event	More than 114 participants from 21 AEHT member schools from 13 countries
2018			
10 th – 12 th April	Bled (SI)	13 th Bartender Competition G&T Cup	39 participants of which 27 from 7 AEHT member schools from 5 countries
15 th – 18 th April	Castel San Pietro Terme (IT)	20 th edition of the Bartolomeo Scappi International Competition (bar, sommelier, pastry, cooking competitions)	80 participants from 10 member schools from 9 countries + 5 participants from non-member schools
21 st – 30 th June	Ponta Delgada, São Miguel island (PT)	10 FEST ACORES 2015 – 10 days, 10 chefs	12 participants from 6 AEHT member schools from 6 countries

4. Christmas in Europe 2017

Late director Francisco Vieira had a dream for his school, the Hotel school of Fatima (EHF): he wanted to organise Christmas in Europe in 2017, in the centenary year of the Fatima visions. Unfortunately fate decided otherwise for Francisco Vieira, who passed away on October 1st 2017, but his quartet of Renato, Pedro, Elisabeth and Yannick, together with their teams and their students, insisted on taking up the challenge in honour of their Director, who the AEHT will for ever held in high esteem and dearest memory.

From December 2nd – 7th, 2017, the Hotel School of Fatima has hosted and organized under a large marquee in a park close to Fatima's Marian shrine, one of world's most important pilgrim destination, the 26th edition of Christmas in Europe whose origins date back to 1992 in Kaysersberg (France). Each year, this flagship event of the AEHT allows for a multitude of facets to be shown thanks to the participation of schools arriving from all over Europe. For the 2017 edition, over hundred participants have participated in this beautiful Christmas in Europe event co-financed by the AEHT, devoted to the spirit of Christmas and organized according to four intangible principles; each school is requested to :

- present the regional gastronomic specialties of Christmas at a fair
- participate in a folkloric parade,
- prepare some delicacies for the European buffet
- and make a performance at the cultural show.



In 2017, the delegations came from 13 countries, namely from Armenia (1), Austria (1), Bulgaria (1), Croatia (2), Estonia (2), Italy (3), Latvia (1), Luxembourg (1), Portugal (2) and Azores (1), Romania (1), Slovenia (2), Sweden (2) and, last but not least, Ukraine (1) – that is a total of 21 schools with more than 114 headmasters, teachers and students (not counting those of the host school). And indeed they were a fine bunch of delegates, representing the diversity of Europe in a spirit of friendship and festivity.



Don't miss the fascinating report by our journalist Jo Laengy published on our Internet site www.aeht.eu under the Christmas in Europe rubric as well as the article in the December 2017 edition of the AEHT newsletter.

Participation at the Christmas in Europe events				
Year	Town	Participants	Countries	Schools
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
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. Observation periods for teachers

Observation periods with the PESTENA Hotels & Resorts group

In substitution to the collaboration with STARWOOD Hotels, the AEHT entered a few years ago into cooperation with the Portuguese hotel group PESTENA Hotels & Resorts.

Placement officer responsible for the coordination of the observation periods with Portuguese hotel group PESTENA Hotels & Resorts for 2017-2018 was:

Magdalena Waglowska-Krziuk
 Zespół Szkół Hotelarsko-Turystyczno-Gastronomicznych Nr 1
 ul. Krasnołęcka 3
 00-734 Warszawa
 Pologne/Poland
 Fax: +48 22 840 48 97
 E-mail: mwaglowska@wp.pl

For some unknown reasons, no contact could be established with this hotel group during the first semester of 2018 for organization of teacher placements. The AEHT will take actions to re-launch this activity.

6. Composition of the AEHT Presidium

Elected members of the AEHT Presidium for the period 2017 – 2021			
Forename	Surname	Function	Tasks
Remco	KOERTS	President	<p>*Responsible for the official representation, the general communication and the coordination of AEHT affairs;</p> <p>*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.</p>
Ray	CULLEN	Vice-President	<p>*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 Conference;</p> <p>*In charge of the supervision and development of the competitions organized at the Annual Conference</p>
Michel	LANNERS	Vice-President	<p>*Responsible for launching an "Academic Program" for directors (and teachers) during the Annual Conference to make the event more attractive to them (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).</p> <p>NB.: The first edition of this program at the Annual Conference in Leeuwarden in 2018 will be on 'Hospitality and Tourism Future Trends – hot topics, current issues, future challenges' by Steve Hood, Senior Vice President of Research, STR and Founding Director of the SHARE Center ("Supporting Hotel-related Academic Research and Education").</p> <p>*Responsible for providing assistance in following fields:</p> <ul style="list-style-type: none"> - design of a new AEHT flyer in order to stress out the new activities and the new management. - data protection: making sure that the AEHT is compliant with the newest EU's General Data Protection Regulation (GDPR).

Designated members of the AEHT Presidium for the period 2017 – 2021			
Forename	Surname	Function	Tasks
Nuria	Montmany	Vice-President	*Responsible for the expansion of the network of schools offering Higher Education as well as the extension and reorganization of activities regarding the AEHT Higher Education Group * In control of launching and managing the Instagram account of the AEHT; * In charge of setting up an Erasmus+ network within the AEHT.
Neeme	RAND	Vice-President	*Responsible for IT Solutions & AEHT website
Ana Paula	PAIS	Vice-President	*Responsible for the activation, coordination and stimulation of the AEHT National Representatives network and activities; * In charge of the teacher placements 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

7. AEHT meetings

Skype meetings of the Presidium

Under the new Presidium nearly monthly Skype meetings (outside months with a physical Presidium meeting) have been introduced in February 2018 to make the management of the AEHT more efficient. The first Skype meetings took place on:

February 21st
April 16th
May 15th

Physical meetings of the Presidium

November 14 th , 2017	Ostend (BE)
January 12 th , 2018	Heerlen (NL) - working meeting between Remco Koerts and Nadine Schintgen only
March 16 th , 2018	Leeuwarden (NL)
June 15 th - 16 th , 2018	Aveiro & Porto (PT)

Meetings of the Executive Board

November 15 th , 2017	Ostend (BE)
March, 17 th , 2018	Leeuwarden (NL)

Reports covering these meetings may be consulted under the 'Meetings and reports' rubric on the AEHT web site www.aeht.eu.

General Assembly

November 16 th , 2017	Ostend (BE)
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Reports covering the General Assembly are available under the 'Meetings and reports' rubric on the AEHT web site.

Several illustrated reports covering the Executive Board and Presidium meetings in various countries have been published on the AEHT Facebook & Instagram pages and the AEHT landing page on the hosco platform.

8. Representations

As far as possible, the Presidium has accepted invitations and represented the AEHT at events organized by member schools under the aegis of the AEHT or other entities. Some Presidium members met also with key third-party stakeholders.

Date	City	Event	AEHT Representative
2017			
September 15 th	Luxembourg (LU)	Meeting at the House of the European Union with Mrs Yuriko BACKES, Head of the Representation of the European Commission in Luxembourg	All members of the Presidium
September 15 th	Luxembourg (LU)	Meeting with Mr François KOEPP, General Secretary of the Federation of the Hotel and catering Industry	All members of the Presidium
November 13 th – 18 th	Ostend (BE)	30 th AEHT Annual Conference	All members of the Presidium
December 2 nd – 7 th	Fatima (PT)	25 th Christmas in Europe	Klaus ENENGL Ana Paula PAIS
2018			
January 30 th	Luxembourg (LU)	AEHT information desk at the 'Studies and Careers fair 2018' organized by the French Institute of Luxembourg at the Chamber of Commerce in Luxembourg-city	Nadine SCHINTGEN
February 2 nd & March 6 th	Zoetermeer (NL)	Meeting with FLUXILITY, a provider of APPs (regarding the development of an AEHT Annual Conference APP)	Remco KOERTS
February 19 th	Leeuwarden (NL)	Meeting with the organizers and first inspection of the facilities hosting the competitions of the AEHT Annual Conference 2018	Remco KOERTS

Date	City	Event	AEHT Representative
2018 (continued)			
March 9 th	Heerlen (NL)	Meeting with the director of Arcus College	Remco KOERTS
March 17 th	Leeuwarden (NL)	Executive Board meeting	All members of the Presidium, except Klaus ENENGL
April 18 th	Luxembourg (LU)	Work session with Myriam Putzeys, a representative of the Erasmus+ Agency in Luxembourg to get a feed back on the project proposal regarding the Christmas in Europe event 2018 before its submission.	Nadine SCHINTGEN
April 23 rd - 24 th	Kaysersberg (FR)	Meeting with Christiane Keller, founder of the Christmas in Europe event, to get her approval on the Erasmus+ project proposal 2018 before its submission and to discuss the necessary updates of the guidelines of the event.	Nadine SCHINTGEN
May 10 th	Barcelona (ES)	Presentation of the AEHT to 17 Catalan hotel and catering schools visiting the 13 th edition of young cooks & service students' Competition between Catalan Hotel and Catering Schools at Escola Superior d'Hostaleria i Turisme Sant Ignasi	Nuria MONTMANY
May 11 th and July 9 th	The Hague (NL)	Meeting with the Ambassador of Uzbekistan H.E. Mr Dilyor Khakimov on a future collaboration with AEHT	Remco KOERTS
May 17 th	London (UK)	Meeting with Murray Cooper and Aysegul Yesilgaglar on the sustainable organisation of the AEHT Youth Parliament.	Remco KOERTS
June 6 th - 8 th	Barcelona (ES)	Hosco summit 2018 - Meeting with potential AEHT member schools	Nadine SCHINTGEN
June 15 th	Aveiro (PT)	Meeting with the organizers and first inspection of the facilities hosting the competitions of the AEHT Annual Conference 2020	All members of the Presidium, except Klaus ENENGL
June 18 th - 20 th	Waterford (IE)	Tourism and Hospitality Research in Ireland conference held at Waterford IT	Ray CULLEN
June 24 th - 28 th	Ponta Delgada (PT)	10 FEST ACORES 2018 – 10 days, 10 chefs	Remco KOERTS

9. AEHT database and publications

8.1. AEHT database

Currently (30.07.2018), the AEHT database counts some 307 member school accounts. This number includes active (289) and inactive (10) accounts. The later are accounts of new members that are in principal accepted, but have not yet paid their annual fees. Besides, there are 8 professional member and privileged professional partner accounts.

What changed with the new database, which is operational since early 2014, is that member schools can use it to register directly for the AEHT Annual Conference. Furthermore, account managers may now include contact information of other colleagues, than the principal and the AEHT contact. Consequently, each one will automatically receive all official emails sent by the AEHT Head Office. Every school is supposed to check its data at least once a year!

What also changes with this new system is that *member schools are now responsible for updating* their account information. Previously, this task was provided by the AEHT Head Office.

The AEHT database can be accessed and your schools details changed at: <https://www.aeht.eu/db>.

8.2. Use of Office 365

AEHT officials have decided in 2017 to switch to the Office 365 platform to stay professional and updated with the IT development of our times. The implementation will occur in several phases.

The first two steps have already been accomplished:

- 1st step: AEHT Head Office started using Office 365 during the second semester of 2017.
- 2nd step: all Presidium members started using it beginning of 2018.
- 3rd step: End 2018, all members of the Executive Board will be required to make use of it.

According to Ahti Paju, the AEHT webmaster, there are many other platforms, 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 work 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. Moreover, 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 licence is unlimited.

8.3. AEHT electronic Newsletter and AEHT edition of the Cognac Encyclopaedia

A total of two AEHT newsletters have been issued in the period 2017/2018 and published on the AEHT website (www.aeht.eu) and Facebook account. The spring edition in 2018 had to be skipped, as the AEHT Head Office had to invest time in the preparation of the 30th AEHT Anniversary special insert for the Cognac Encyclopaedia to be issued for the Jubilee edition of the AEHT Annual Conference in Leeuwarden, that will include, among others, a series of articles on AEHT activities as well as on former winners of AEHT annual competitions.

8.4. AEHT Facebook account

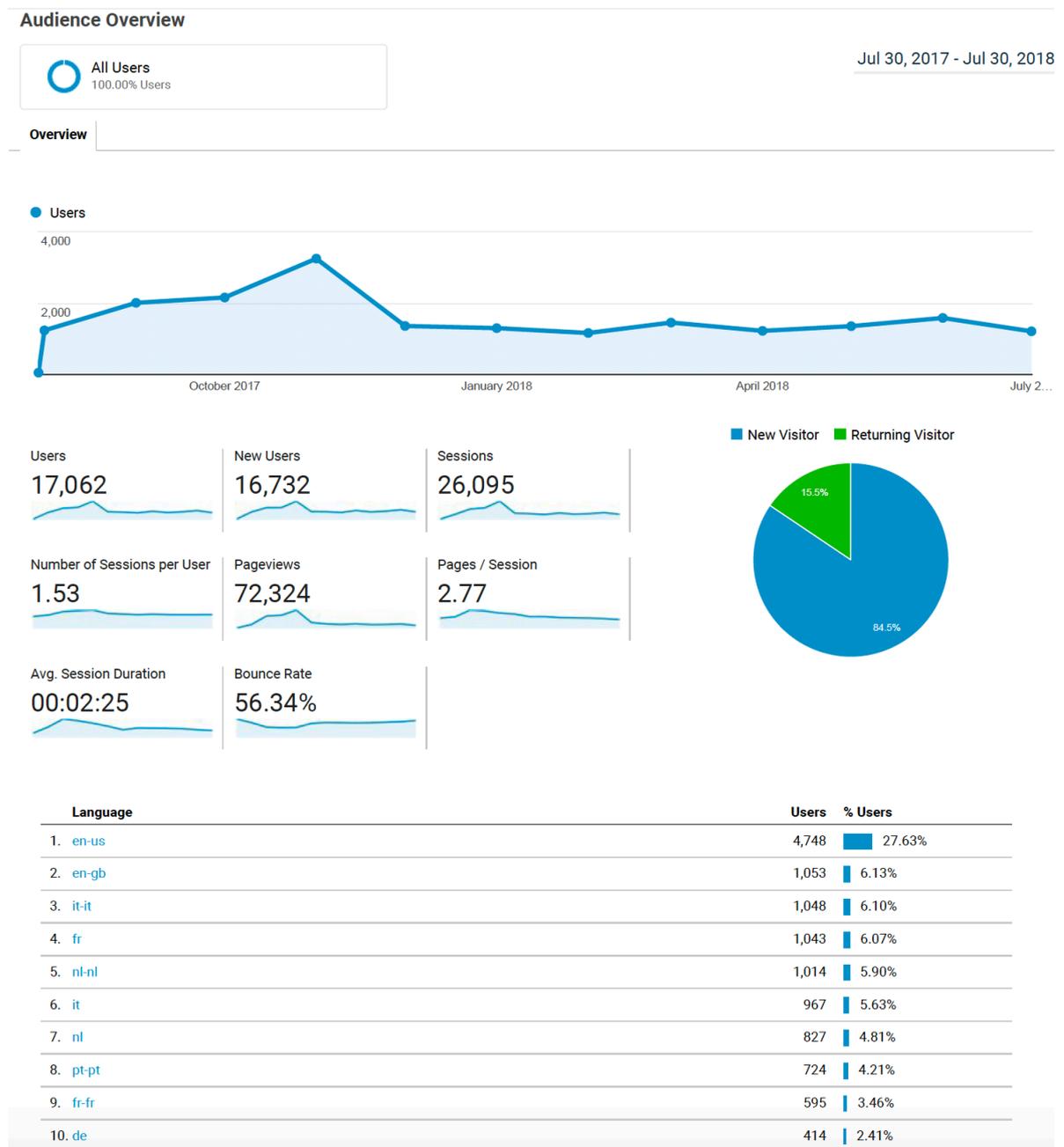
The Facebook account is available at the following address: <https://www.facebook.com/aeht.eu>.

The total number of 'likes' rouse by 267 units (10,6 %) in one year; from 2 514 likes on September 20th, 2017 to 2 781 likes on July 30th, 2018.

8.5. AEHT website

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 then both Vice president. 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.

Below you will find an overview of the characteristics of the website audience between July 2017 and July 2018.



Location

All Users
100.00% Users

Jul 30, 2017 - Jul 30, 2018

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions <input type="text" value="Goal 1: LaCasaDellaVisa"/>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	LaCasaDellaVisa (Goal 1 Conversion Rate)	LaCasaDellaVisa (Goal 1 Completions)	LaCasaDellaVisa (Goal 1 Value)
	17,062 % of Total: 100.00% (17,062)	16,754 % of Total: 100.13% (16,732)	26,095 % of Total: 100.00% (26,095)	56.34% Avg for View: 56.34% (0.00%)	2.77 Avg for View: 2.77 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	€0.00 % of Total: 0.00% (€0.00)
1. Italy	2,043 (11.82%)	1,987 (11.86%)	3,317 (12.71%)	48.72%	3.30	00:02:54	0.00%	0 (0.00%)	€0.00 (0.00%)
2. Netherlands	1,450 (8.39%)	1,408 (8.40%)	2,563 (9.82%)	44.60%	3.14	00:02:50	0.00%	0 (0.00%)	€0.00 (0.00%)
3. Belgium	1,138 (6.58%)	1,020 (6.09%)	1,956 (7.50%)	37.88%	3.46	00:03:13	0.00%	0 (0.00%)	€0.00 (0.00%)
4. France	1,133 (6.55%)	1,123 (6.70%)	1,465 (5.61%)	64.10%	2.45	00:01:56	0.00%	0 (0.00%)	€0.00 (0.00%)
5. Portugal	981 (5.67%)	952 (5.68%)	1,400 (5.37%)	60.93%	2.49	00:02:04	0.00%	0 (0.00%)	€0.00 (0.00%)
6. Austria	786 (4.55%)	745 (4.45%)	1,341 (5.14%)	42.65%	3.44	00:02:49	0.00%	0 (0.00%)	€0.00 (0.00%)
7. United States	736 (4.26%)	730 (4.36%)	793 (3.04%)	85.50%	1.40	00:00:32	0.00%	0 (0.00%)	€0.00 (0.00%)
8. Estonia	668 (3.86%)	649 (3.87%)	984 (3.77%)	63.82%	3.17	00:02:40	0.00%	0 (0.00%)	€0.00 (0.00%)
9. India	538 (3.11%)	536 (3.20%)	582 (2.23%)	80.24%	1.36	00:00:54	0.00%	0 (0.00%)	€0.00 (0.00%)
10. Croatia	479 (2.77%)	461 (2.75%)	931 (3.57%)	41.25%	4.18	00:03:58	0.00%	0 (0.00%)	€0.00 (0.00%)

10. Electronic communication

During the academic year 2017/2018, the AEHT Head Office has sent out some 60 official mailings to member schools on various subjects.

11. "Erasmus+" Programme

As the project proposal for the 2017 edition of the Christmas in Europe event in Fatima, Portugal was refused a subvention from the EU, the AEHT Presidium decided to completely revise the application in 2018. To fully understand what went wrong with the proposal after the project had been accepted for 5 years in a row, the AEHT General Secretary participated from November 29th to December 2nd, 2017 in a SALTO training course entitled 'Youth Exchanges + Planning step-by-step Youth Exchanges with Erasmus +' in Beaufort, Luxembourg. The course was very useful and gave new 'food for thought' and by April 24th the project was ready to be presented for appraisal to Christiane Keller, founder of the event. After a few minor changes, the finalized proposal No **2018-2-LU01-KA105-037335** seeking to co-finance the Christmas in Europe event to be held in December 2018 in Riga (LV), was submitted with the programme "Erasmus+" at the National Agency ANEFOR in Luxembourg.

On July 6th, 2017, the Agency informed the AEHT Head Office that the project had been accepted. The project received 81 points out of 100 and is ranked fifth out of fifteen projects. Unfortunately, in order not to exceed the budgetary limit set for Luxembourg (where the

proposal was submitted) for activities with partner countries, the subvention for the Armenian, Russian and Ukrainian partners was cut so that the funds could be taken from the budget for programme countries (member states of the EU), where funds were still available). However, with some adjustments, the AEHT should be able to manage the whole project without these funds.

Despite these budget cuts, the community grant represents a significant financial support for both the organizers and participants of the event.

Diekirch, August 15th, 2018



Remco KOERTS
AEHT President



Nadine SCHINTGEN
AEHT General Secretary

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