

At the recently held Retreat of CYEN- Barbados, a work plan to be implemented during 2011 was created. The details of the work plan are outlined in the Table 1.

The Commemorative Days for CYEN will plan activities during the year were chosen. For each of these days, either an event will be undertaken or a press release or statement will be sent out to media houses. These Days and the associated activities are outlined in Table 2.

In order to make the planning and implementations process easier and to allow workload to be evenly and effectively distributed, the following committees were made. Members are encouraged to join one of these committees. Each committee is comprised of a Team Leader and one or more other members

- **Membership**
 - Team Leader: Gina Belle
 - Other Members:
- **PR/Marketing Committee**
 - Team Leader: Natalee Aymes
 - Other Members: Kemar Roberts, Dawn Pilgrim (IT)
- **Fundraising Committee**
 - Team Leader: Jamonn Roberts (proposed Team Leader, yet to accept position)
 - Other members:
- **Events Committee**
 - Team Leader: Asha Jones
 - Other members: Jamonn Roberts, Gina Belle, Natalee Aymes

This particular committee is comprised of the National Coordinator and the Team Leaders of the other three committees since the Events Committee needs to be comprised of each of the components (PR/Marketing, Fundraising, Membership)

****For each day being recognized there is a convention associated with it, therefore links about (from UNWebsite) and publications associated with these days should be posted on Facebook and Website.**

Some of the conventions are:

- **Climate Change Convention**
- **UNCCD convention**
- **Kyoto Protocol**

Schools' Career Showcase: CYEN can take part to show the types of 'Green Careers' that students look into.

Table 3: CYEN 2011 Plan

Area of Focus	OBJECTIVE	STRATEGY	ACTIVITY	TIME FRAME
Membership	Increase active membership fivefold	School recruitment	<ul style="list-style-type: none"> • CYEN members visit guidance classes, announcements at school assemblies for CYEN presentations after school or lunch • Poster outlining the date and time that CYEN will be visiting • ICC in SBAs for schools 	1 wk Sept.- 1 st wk Dec
		BCC	<ul style="list-style-type: none"> • Place ICC in school curriculum for lab exercises or research project. Mr. Coppin is the contact at BCC 	
		UWI Recruitment	<ul style="list-style-type: none"> • Stall at BSA week, stalls at Fresher's week • Display in library • Presentation on relevant topics at pure applied 12pm Wednesday presentations 	
		Promotion	<ul style="list-style-type: none"> • Promote CYEN at each activity using brochures. 	
		Induction	<ul style="list-style-type: none"> • Individuals must go through 3 month probationary period after which they become a member. • Official induction ceremony twice a year. • Location: • T-shirt • Badges • Social activity 	

PR/Marketing	To 'sell'/market CYEN	Market CYEN:	<ol style="list-style-type: none"> 1. Create a business Plan e.g.: Offering Energy auditing services/training 2. Education about environmental issues 3. Showing our use of a hands-on approach to solving local environmental issues/ environmental activities 4. Exposure to opportunities at the local, regional and the international level (sit at international meetings, travel etc) 5. Opportunities for training (environmental management). 6. Response to national issues that may affect the environment. Statement should be made by CYEN 	
	To make the CYEN package more attractive to young people	Attracting attention through branding	Branding: One Million Tree (2012)- UN highlighted forestation/ tree planting as an area of focus; align ourselves with this and reforest Barbados; CYEN-group out to reforest Barbados	
		Facilitating Workshops	Use younger people to do workshops; more relatable for young people	
	Generate interest and support from relevant agencies	Develop a relationship with the Ministry of Environment	<ul style="list-style-type: none"> • To let the Ministry of the Environment as well as relevant circles (environmental/youth) know about all the projects, plans and activities of CYEN • Develop a personal relationship with a member of the ministry. Rally support from organisational members and other youth groups • Have a representative at meetings to which CYEN is invited 	
	To bring about awareness about events, commemorative days, projects and research done in CYEN.	Forming relationships with media houses and CBC, Mornin' Barbados, Call-in – programmes	<ul style="list-style-type: none"> • Press Releases (Prior to event and after) • Mobilize YouTube channel • Create a more interactive Facebook page • Advertisements Press Release website • Barbados Blog 	

	Promote CYEN	Give CYEN a Professional look	<ul style="list-style-type: none"> • CYEN Shirts (place opposite canary lane does transfers for \$12) • Standard Business card without post but having a general in contact info • Bumper stickers • Attaining a cell phone and number for the executive of CYEN bdos • Branding- Chamber of Commerce 	
		Hands-on- approach	<ul style="list-style-type: none"> • Word of Mouth • Posters (Buses, Campus, schools, etc) • Website 	
		Get business recognition	Partnership with businesses (Friends of CYEN) Lecturers at UWI	
		Partnerships with school based organisations/clubs/ activities	Send out notices about events and activities. Allow organizations to gain service hours through participation in CYEN events and workshops.	

Fundraising	To raise funds for the Exchange in 2011	Workshops 2 workshops - \$6000	<ul style="list-style-type: none"> • Energy Auditing Workshops for Educational Institutions Possible contacts <ul style="list-style-type: none"> ○ William Hinds ○ John Boyce ○ Mr. Edwards- (in charge of Greening the Airport) ○ Roland Clarke <ul style="list-style-type: none"> - Target: Private Schools - Contact: Youth Affairs- Colin Clarke - Send Proposal to Ministry of Environment- Donna King Brathwaite <ul style="list-style-type: none"> • Another possible workshop on Marine Pollution- Funded by EPD. (Proposal needs to be sent out as soon as possible) 	
		BBQ	Bank Holiday (Heroes Day) Tickets \$25 <ul style="list-style-type: none"> • Use the profits made to fund the cake sales to follow 	
		Flea Market	Possible Locations: Deighton Griffith, Queen's College, St. Angela's School Sale: Used Books, Second Hand Clothes, Car boot sales \$40 per stall space Health Certificates needed	
		Job opportunities	<ul style="list-style-type: none"> • BCC Greening Project • CYEN Research Job available: \$1000 	
		Cake Sales	Have one cake sale and use the funds to fund more cake sales so that persons don't have to pull their pockets each time. 1 good Cake sales Target \$500 Box cakes, donuts, conkies and others Fishcake batter	

		Car Washes	Need to contact supermarkets to see available activities	
		Collaborating with promoters of other events	Gate Receipt for shows: Calypso Tents, Laff-it-Off	
	To find a means of creating an a constant income for CYEN	Offering Products and Services to the Public	<ul style="list-style-type: none"> • Bulb Eater Idea • Branding CYEN: Million tree event (2012) • Reforesting Barbados one Tree at a Time • Tshirts and other paraphernalia can be sold (Chamber of Commerce can assist in this case) 	
Social Activities	To add a fun element to CYEN	A social activity at the beginning of each quarter	Decide at the beginning of the quarter which social activity we would like to have 1st Quarter- Caving - March 12th	
Membership Skill and Capacity Building	To increase the skills of CYEN members through training in different areas	Weekly Presentations by members	<ul style="list-style-type: none"> • One member will do research on a different environmental issue each week and present this topic at meetings. This is to increase the awareness of CYEN members about current environmental issues. Presentation should be no less than 5 minutes and no more than 10 minutes. Information can be gathered emails sent from the Executive Coordinator via the yahoo group. • CYEN members should either attend or facilitate workshops on the following areas: -Preparation of press releases, proposal writing and delivering presentations -Marketing CYEN -Energy Auditing • Workshops should be held where members facilitate and learn at the same time. 	

Table2: CYEN Commemorative Day Plan

Commemorative Day	Date	Event
World Wetlands Day	February 22 nd	Statement about the Chancery Lane, Graeme Hall and Holetown wetlands in Barbados - Highlight threats e.g. Development
World Forestry Day	Monday March 21 st	Aim: Public Awareness Planting coconut trees on the East Coast to prevent development
UN World Water Day	Tuesday March 22 nd	Water Authority usually makes a press release; CYEN can partner with them IWCAM KAP survey - Pilot project Either: Questionnaires will be filled at AgroFest and then a press release will be sent out explaining the nature of our study and its purpose and the findings so far on WWD Or: Questionnaires will be distributed in schools in conduction with school organizations on WWD.
Earth Hour	March 28 th	'Lights out' 7-8 PM <ul style="list-style-type: none"> • Turn off lights island wide for that hour, • Turn off screen in town – Contact BNB • Contact Light and Power • Interviews on radio and Mornin' Barbados to highlight key points: Reduction of Carbon foot print, the costs of electricity use • After the event: Publish statistics with respect to oil, electricity, and money etc
World Earth Day	Friday April 22 nd	Fact Release (Did You know?) in Press on facts about the earth
Arbor Day	Friday April 29 th	Partner with other organizations such as NCC, Future Centre Trust; Use CYEN partners in businesses
Ride to work day	May 20	Identify persons who would definitely ride to work; Identify persons who actually ride to work presently; Approach cycle associations; Get Press Involved
World Biodiversity Day	Sunday May 22 nd	Implement activities on the day consistent with international activities

World Environmental Day & Month	Saturday June 4th	Environmental Flea Market – Youth statement in this month Place in ministry of environment calendar Get Location in a high traffic area Rent lots Sell food/drinks Sell recycled materials/ clothing Carboot Sale Queen’s College/ Deighton Griffith/ St. Angela’s –possible location (PLI insurance must be taken into consideration) Offer a contribution to the pavilion fund (QC) Idea of having an environmental theme; the details must be worked out at a later date **This info was also written in the Fundrasing section**
	Sunday June 5th	Ministry of Environment has an event on this day... Press report on activity held the day before (flea market)
World Ocean Day	June 8th	Press Conference to launch ICC Contact Sponsors and invited them to the press conference
World Day to Combat Desertification and Drought	June 17th	Press Release- get info from CNIRD
International Youth Day	August 12th	Information in Press relating to CYEN Exchange (Photo can be sent from exchange along with a write up) Market as Young Citizen event
International Day for the Preservation of the	Friday September 16th	Statement in Press on the day

Ozone Layer –		
International Coastal Cleanup	September	<p>Date is to be confirmed</p> <p>Planning and preparations will start in June</p> <ul style="list-style-type: none"> • Send out info beforehand • Find sponsors in advance • Approach businesses earlier (sponsors as well as business partners who wish to attend) • Use two locations • Put flyers in the neighbourhood • Park and ride for Chancery Lane, parking crisis • Approach the owners of the empty lots • Prizes: • -Prizes for the largest grp • -No prize for most garbage collected • Review Registration system • Divide beach into segments; assign cyen member to monitoring one or more segments • Allow groups to send representative to a training session the week before ICC. We would like the garbage to be sorted and data collected all at once • Idea of having sorting stations at different points along the beach, where groups would bring debris to be sorted all throughout the cleanup instead of only at the end • CERMES students could possible aid in filling out data cards for their Analysis and Measurement Course
BYESA	Friday October 21st	<p>More detailed planning needed at another time.</p> <p>But we must give ourselves enough time to get enough persons for the awards; promotional material for awardees should go out more than 2 months in advance</p>
ICC Awards	November (Early)	Prize presentations will be made at the BYESA/ or at a ceremony by itself (to be determined)