**ENA 25th anniversary in 2016.**

GENERAL ASSEMBLY meeting 16i17-06-2015:

Several ideas about planting trees to celebrate the anniversary were discussed, linked to promotion activities if possible, and to add a 25 to the logo was also proposed.

It was agreed to plant 25 trees, one in each country member of ENA. Each country will have to:

* Identify 2 places where the tree can be planted (in some countries 2 trees could be planted, for example at EU institutions)
* To look for who is supplying and planting it at no cost for ENA.

It was also agreed to plant all the trees the same day, in autumn 2016 to promote planting time and to find specific ambassadors, VIP who can plant extra trees (type celebrities, kings, etc. regardless of the country and in addition to the "regular" tree).

DRAFT:

Purpose:

1. Celebrating ENA's 25th anniversary

*2~~. To begin an annually start of the season day/week~~*

*~~3. To promote planting~~*

*~~Beginning of an annually date to celebrate the season planting day?~~*

*~~Planting day? Plant's Day? Planting season starting day?~~*

Name of the activity: ENA's 25th anniversary *–*

Logo and motto?

Logo ENA+25

*planting for the future*

*always planting*

*plants forever*

*…*

When:

Wednesday 19th October 2016.

*~~A weekend around mid October?~~*

*~~The first Saturday after 15 October 2016?~~*

Where:

**Each country organisation has to identify the city and venue to plant a tree.**

A relevant place around an EU institutional building in Brussels?

Who:

The ENA organisation in each country

Other relevant national organisations

National / Regional / City authorities

VIP to make the planting relevant

At a national level, coordinated by the ENA member organisation.

How?

The Planting Day the invited people gather together for the planting ceremony.

The tree is already there, supplied by a Nursery member of the national ENA organisation, and the whole is open in the soil.

To define who is making the whole, installing everything and doing the planting (nursery / planting service from the city / private company). Could them be sponsors?

A common speech, prepared by ENA (president), to be read in all ceremonies.

Speeches of authorities.

Planting the tree, speakers and authorities only one shovel of soil.

Short speech of the invited VIP.

Group pictures.

Promotion of the activity:

Logo including ENA and national organisations logos.

All ENA members logos?

Partners?

Sponsors?

Global or national sponsors?

Promotion of the activity: linked to the promotion campaign?

Publicity?

Hiring a PR agency?

Budget.

Logo redesign (to include the 25)

The tree and planting work must be free of charge for ENA.

Nursery / planting service from the city / private company; could they be sponsors?

PR agency

Drinks / catering, if necessary?

Calendar 2016

January: agreement on the project (ENA G.A.)

March: agreement on the cities (each country)

April: selection of the participants and their roles: invited, key speaker, VIP (each country)

May: exact places/venues of the planting ceremony & Agreement with the cities. (each country)

June: informing press ENA & each country

September: send invitations ENA & each country