

**Promoting Organic Production – Enhancing Youth Employment  
POPEYE**

**Final event**  
Strasbourg, 24-26 February 2014

**DRAFT AGENDA**

24<sup>th</sup> FEBRUARY

**Getting to know each other**

Arrival of participants and registration in the hall of the kitchen of the European Youth Centre

15.00 – 15.45	Name games
15.45 – 16.15	Name games
16.15 – 17.00	Expectations of participants
17.00 – 17.30	Presentation of the agenda
17.30 – 17.45	Getting ready for the conference
17.45 – 18.00	Tram to the Maison de la Région

**International Conference on  
“Active youth for local development: the example of organic production”**

Maison de la Région // 18h30 – 20h30  
*Working language: English & French*

Welcome speech:

18.30 – 18.40	Ms Lilla Merabet, Regional Councillor, Vice-President of the Committee on “Youth and Social and Solidarity-based Economy”, Region Alsace
18.40 – 18.50	Mr Oriano Otočan, President, ALDA

Panel:

*Moderator: Ms Antonella Valmorbida, Director of ALDA*

18.50 – 19.05	Ms Tina Mulcahy, Acting Head of Youth Department of the Council of Europe Presentation of the Revised European Charter on the Participation of Young People in local and regional life
19.05 – 19.20	Ms Lilla Merabet, Regional Councillor, Region Alsace, President of the Sub-Committee on Youth of the Assembly of European Regions (AER) Presentation of the AER political report on “The involvement of young people in democratic life at regional level”

19.20 – 19.35	Mr Julien Scharsch, young organic farmer in polyculture vegetables/grains and administrator of Opaba (Professional organisation of organic production in Alsace) Presenting the local experience
19.35 – 19.50	Mr Matias Knežević, Representative of the POPEYE group from Croatia Presentation of the activities at local level
19.50 – 20.00	Ms Biljana Zašova, Senior Project Coordinator, ALDA Presentation of ALDA's Youth Programme
20.00 – 20.30	Discussion with the audience
20.30 – 21.30	Cocktail Reception by the organic restaurant from Strasbourg « Le Pur »

## 25<sup>th</sup> FEBRUARY

### 1. Open session: Market

European Youth Center // 09h00 – 12h30

*Objective: to exchange experience and good practices and draft recommendations on how to involve young people in promoting organic agriculture. To exchange contacts of organic farmers involved throughout the project.*

08h00 – 08h45	Breakfast at the EYC
09h00 – 09h40	Preparation of the national stand
09h40 – 10h10	Exchange of contacts and presentation of local activities/farmers
10h10 – 10h30	Break
10h30 – 12h00	Working groups on promoting organic production <ul style="list-style-type: none"> <li>• What formal and non-formal educational approaches to promote organic agriculture?</li> <li>• How to increase employment rates in the organic sector?</li> <li>• How to inform and raise awareness on organic production?</li> <li>• How to make organic production competitive?</li> </ul>
12h00 – 12h30	Presentation of the results in plenary
12h30 – 14h00	Lunch at the EYC

### 2. Open session: Communication

European Youth Center // 14h00 – 18h00

*Objective: to develop a communication strategy for disseminating the recommendations at EU level*

14h00 – 14h30 Inputs on communication channels

14h30 – 16h30 Working groups on:

- Facebook page
- POPEYE site: recommendations
- POPEYE site: photo
- Video (interviewing participants)

16h30 – 17h00 Walking to the European Parliament

17h00 – 19h30 Visit of the European Parliament and the Plenary Chamber

17h45 – 18h30 Group A: Meeting with Mr Paolo De Castro, President of the Committee on Agriculture and Rural Development of the European Parliament, (R 1.2)

Group B: Meeting with Mr Luis Manuel Capoulas Santos, Coordinator for S&D Group on the Committee on Agriculture and Rural Development of the European Parliament and Rapporteur of the CAP Reform – Rural Development and Direct Payments (R 1.4)

18h30 – 19h30 Visit of the Plenary Chamber

19h30 – 20h00 Tram to the city centre

20h00 – 21h30 Dinner in the city centre

21h30 – 22h00 Tram to the EYC

26<sup>th</sup> FEBRUARY

### 3. Open session: Follow up

08h00 – 08h45 Breakfast

09h00 – 10h30 Brain storming for future project proposals

10h30 – 10h45 Break

10h45 – 11h15 Presentation of the results in plenary

11h15 – 12h00 Dynamic evaluation

12h00 – 12h30 Evaluation questionnaire

12h30 – 14h00 Lunch

14h00 Departure of participants