

## Minutes of the WFTO-Europe Board meeting, 23 February 2015, 10.00-12.00, via Skype.



Present: Giorgio Dal Fiume (President), Emilie Durochat, Tadeusz Makulski (Secretary), Sophie Tack, Bertil Hogberg (Treasurer) and Francesca Giubilo (Coordinator).

Excused: Gabriella D'Amico, Marijke Visser.

AGENDA
1. <a href="#">Approval Minutes previous Board meeting (28-29 January in Paris)</a>
2. <a href="#">Communication strategy</a>
3. <a href="#">Workshop on the "Charter of FT principles"</a>
4. <a href="#">List of documents for the next WFTO-E AGM + next steps</a>
5. <a href="#">AOB</a>

### 1. Approval minutes of previous Board meeting

The minutes of the Board meeting held the 28<sup>th</sup> and 29<sup>th</sup> of January in Paris were approved with only one minor amendment.

### 2. Communication Strategy

The Coordinator presented the communication plan, including action points and timing per target group for the 1<sup>st</sup> year of the communication strategy (2015). This document was sent beforehand to all the Board members who had time to analyse it and to present their comments during the meeting.

Overall, everyone was satisfied by the content of document, which seems to be quite ambitious but realistic at the same time. Some suggestions on how to incorporate other important events of the year, such as the WFTW and the International Women Day were also presented and considered by the Coordinator for further improvements. Particular attention was given to the Worldshops and the implementation of the Retailers Standard to see how better to communicate and share experiences in this areas. Additional suggestions included the fundraising opportunities to be shared with the members as well as the launch of an external/public newsletter, which will be more the topic of the second year of the strategy.

As next step, Francesca will share this document with Global Office to receive feedback on the plan in itself and to assess how far WFTO-Europe can go in the visual elaboration of its own identity. This latter should anyway take into account our fight for trade justice and our connection with advocacy. In the next Board meeting, the 17<sup>th</sup> of March, a further discussion on how to present this work to the members together with the other AGM documents will be deepened.

### 3. Milan Conference - The workshop on the "Charter of FT principles"

The President briefly presented the letter to be sent to Global regarding the WFTO-E decision to support WFTO in the organisation of a workshop in Milan to deal with the update of the "Charter of FT principles". The letter mainly addressed the reason behind this decision and stressed some clear organisational details to be agreed with Global to guarantee the efficiency of the event. Apart from one minor comment and clarification regarding the limited number of people to be invited in the

discussion, everyone agreed in the letter and to call Global to provide an answer by the end of the week. This will be extremely important to be sure to include this topic in the final programme of the Conference as well as to be able to organise it at the best.

The Coordinator will be the one in charge of sending the letter to Global right after the Board meeting.

#### **4. List of documents for the next WFTO-E AGM + next steps**

The Coordinator presented to the Board the timeframe to be kept from now onward to be sure to respect the deadline of the 24<sup>th</sup> of April. According to the Constitution indeed, all the documents for the AGM have to be sent to the members one month in advance. The timeframe was approved without further comments and the Board decided to have an exceptional Board meeting on the 9<sup>th</sup> of April, from 10.00 to 12.00 to eventually discuss the documents and shared comments.

Francesca also shared a new idea for the outline of the Annual Report as well as 2 options of reporting about WFTO-E main activities and achievement. The Board appreciated some new sections and selected one of the option presented. The report will be from now on extremely connected to the workplan.

Regarding the members' attendance to the WFTW and WFTO-E AGM, the Coordinator also shared the outcome of the survey circulated to the members the previous 2 weeks. According to it, only half of the 23 organizations who answered to the survey are really planning to attend the event, while 2 are still unsure. Members particularly stressed the high fees of the Conference, confirming the important decision that the Board took in the last meeting to share this concern with Global in a specific letter, as well as the lack of a clear and final programme.

Bearing in mind these comments, the Coordinator will send a specific email to the members within the week, circulating the latest version of the programme, sharing the main outcomes of the survey as well as reminding the upcoming deadline for the early registration of the WFTO Biennial Conference, the 27<sup>th</sup> of February.

#### **5. AOB**

- Feedback of the meeting organised by DAWS in February

Sophie shared with the other Board members the main outcomes of the event attended in the Netherlands mid-February and organised by DAWS (the Dutch Association of Worldshops). The Association seemed to have received a huge amount of money from the Dutch government to reinforce the capacity building of the producers as well as the International system to label crafts. The good news is that they are now collaborating with WFTO Global and supporting them in the implementation of the GS. The issue of the "first buyer" and how to foster the collaboration amongst the Worldshops, after the disappearance of NEWS, are also interest points for DAWS.

END.