



Friend of the Sea

Annual performance review of Friend of the Sea Board of Directors and Friend of the Sea Advisory Board members

Milan, 17th of November 2020

Participants: Franco Bray (President, Board of Director); Paolo Bray (Director, Board of Director); Amod Salgaonkar (Advisory Board Member); Kevin Soares (Advisory Board Member); Natalie Fort (Advisory Board Member); Mariasole Bianco (Advisory Board Member).

Topics

Update on 2020 Results

- 2019 results and issues – a summary
- 2020 results current and forecast until end of year
- General Strategy – results and issues
- Outreach activity – results and issues
- Media and awareness – results and issues
- Conservation activity – results and issues
- Proposed future strategy / initiatives
- Other

2020 final considerations

- Overcoming Covid 19 crisis
- Increased productivity
- Still lacking visibility
- New standards do not take off because of lack of appropriate resources and strategy

Advisory Board Members suggestions

- Increase visibility through long term strategy of partnerships
- Increase marketing and media initiatives
- Start conservation initiatives in Africa
- Create a winning communication plan through regular meetings
- Look for funding from other organizations and consider to integrate a fundraiser officer in the team.



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Board of Directors conclusions

The Board of Directors agrees on the Advisory Board suggestions. Follow-ups are needed.