



Friend of the Sea

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

Milan, 20th of December 2022

Participants: Franco Bray (President, Board of Director); Paolo Bray (Director, Board of Director); Silas Odiero (Advisory Board Member); *Kevin Soares (Advisory Board Member); Natalie Fort (Advisory Board Member); Adegbile Oyeronke Mojisola (Advisory Board Member).

**Member was not present during the meeting, but he watched the video of the meeting and he provided the other members with his comments.*

Topics

General update on 2022 Friend of the Sea activities and results

- 2022 Financial Situation
- 2022 Conservation Achievements
- 2022 Awareness Achievements
- Problematic Issues
- 2023 Financial Objectives
- 2023 Conservation / Awareness Objectives
- 2023 Strategic Keypoints
- Input from Advisory Board Members
- Conclusion

Advisory Board Members' suggestions

- Simplify communication and marketing strategy for African countries,
- To focus on resorts and restaurants in Ghana,
- Let the information material be more understandable,
- Produce material easily shareable online,
- Promote African companies in new markets,
- Create a Community/Platform to unite all the companies onboard and buyers,
- Develop a Biodiversity Program in Africa,
- Create a hub in Makoko (Nigeria) for sustainable fishing activities.
- Improve follow-up process with clients.

Board of Director's conclusions

The Board of Directors agrees with the Advisory Board's suggestions. Follow-ups are needed.



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