



Friend of the Sea

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

Milan, 21st of November 2019

Participants: Paolo Bray (Director); Franco Bray (President), Amod Salgaonkar (Advisory Board Member); Litzie Makothine (Advisory Board Member); Trixie Concepcion (Advisory Board Member); Mariasole Bianco (Advisory Board Member)

Topics

END OF YEAR SITUATION

- Nr of New Customers
- Growth rate
- Geographic distribution

2019 ACHIEVEMENTS

- New certifications projects and requirements (Aquariums, Salt, Textiles, Whale & Dolphin Watching, Restaurants, etc)
- Online initiatives (Webinars, Sustainable marketplace, Upwork, Restaurants App, SEO)
- Conservations campaigns

2020 OUTLOOK AND EXPECTATIONS

- Increased growth rate
- Increased investment in campaigns
- Online company policy
- GSSI



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Advisory Board Members suggestions

- Market place: ask companies to put more details about the products
- Provide online courses
- Add retailers on the Friend of the Sea website
- Restaurants: approach chef organizations
- Use online petition to change policies and interact with institutions
- Make school classes about sustainability, in collaboration with famous Micheline chefs
- School awareness
- Clearly states the objectives of the campaigns

Board of Directors conclusion

The Board of Directors agrees on the Advisory Board suggestions and will assess how to apply them in the next months.