



## Friend of the Sea

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

*Milan, 29<sup>th</sup> of January 2019*

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

#### Topics

##### **2018 Generic Update**

- Generic economic results and growth in structure
- New companies onboard
- Generic achievements and challenges ahead

##### **2018 Specific projects and results**

- Fish Welfare – Fair-fish project
- Sustainable Restaurants project
- Sustainable Aquaria project
- Webinars and online strategy
- New Websites
- GSSI Update
- Standards Review process – Wild Checklist
- Recent SGS accreditation
- New Technical Committee

##### **2019 Objectives**

- Online Strategy
- New Projects increased investment
- Marketing Department improvements
- Aquaculture standards review

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### Advisory Board Members suggestions

- Develop a competitive online platform in order to improve Friend of the Sea visibility and activities
- Plan more webinars
- Make online classes
- Organize conferences
- Conservation projects

### Board of Directors conclusion

The Board of Directors agrees on the Advisory Board suggestions. Concerning conservation projects, the Board of Directors wants to focus on campaigns rather than sponsoring conservation projects, but will keep in mind this input.

- **Note:** Litzie Makothine (Advisory Board Member) was not able to attend the meeting due to an unpredictable urgent issue. However, she watched the video and agreed with the topics and the suggestions. In addition, she will provide input concerning the Sustainable Restaurants project.