



## Friend of the Sea

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

Milan, 30<sup>th</sup> of March 2021

**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).

*\*: both members were not present during the meeting, but they watched the video of the meeting and they provided the other members with their comments.*

### Topics

#### **General update on 2020 Friend of the Sea activities and results**

- 2020 Final Economic Results
- 2021 Economic Outlook – Q1
- 2020 Achievements and Areas of Improvement in 2021
  - o Outreach – Building a Team of productive Outreachers
  - o Scientific Department
    - FOS Wild 4: Frabelle Fishing Audit
    - New revision process on aquaculture and fish welfare
    - GSSI benchmark process
    - DNA Barcoding Project
    - Pilot Projects
    - FOE application for Accreditation
    - Assessment of elements such as habitats, ecosystems, endangered species protection, waste, energy
  - o Marketing and Communications
    - FOS Website: new pages and platform visibility
    - SEO limits and possible solutions
    - Webinars
    - Online courses
    - Interviews
    - Increase in Media Outreach
    - Social Media – situation, limits, initiatives for improvement
  - o Conservation Projects
    - Whale-Safe certification and Ship-Strikes
    - Global Butterfly Census
    - Crowdfunding
    - Other projects – need for improvement



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### Advisory Board Members suggestions

- Create a new communication strategy
- Communication strategy should include a reference to the African continent
- Define clear objectives which Friend of the Sea wants to communicate on its social media channels in order to increase visibility and awareness
- Focus more on webinars on sustainable fisheries and aquaculture practices

### Board of Directors conclusions

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