



## Friend of the Sea

### ANNUAL PERFORMANCE REVIEW OF FRIEND OF THE SEA BOARD AND ADVISORY BOARD

Milan, 22nd of June 2016

Participants: Franco Bray (President); Paolo Bray (Director); Amod Salgaonkar (Advisory Board Member); Litzie Makothine (Advisory Board Member); Trixie Conception (Advisory Board Member).

Enlarged Meeting: Chris Edelman (FOS USA Outreach Officer); Silvia Roversi (CRM Officer)

The Advisory Board Members met and concluded that:

- FOS achieved very positive results in 2015, managing to develop awareness about sustainability issues in fisheries.
- FOS achieved very positive results by efficient use of limited resources.
- We have much potential for growth, in particular on the Friend of the Earth project and by differentiating the scope of certification.
- Efforts should be focused on having more retail chains involved, in particular in Northern Europe and USA.
- Friend of the Sea is still a relatively small NGO but growing fast. We reinvest all margin we cash.
- Part of margins are now dedicated to Conservation Projects and this should be continued as it is in line with our mission.
- FOS aim must not be to grow financially, but to look for ethical growth.
- FOS still needs to become more known and visible to the general public and consumers. So we will invest gradually more to improve in this area.
- Invest on making Horeca players aware and audited.
- Develop Restaurants package.
- Study packages and more point of sales awareness activities with retailers.
- Proceed with GSSI application.
- Invest on marketing activities aiming to have more omega3 companies aware and audited.
- Invest on marketing activities aiming to have more Ornamental Fish companies aware and audited.
- Set objectives within FOS team to further improve performance.
- Study options of funds from foundations.