

IFOAM EU Regional Group: Work plan 2006-2008

ADMINISTRATION/BRUSSELS OFFICE/FINANCE

Person responsible (committee chair)	Francis Blake Marco Schlüter
Person responsible for the office	
Other persons involved	Office & Executive board & Finance group & committees
Countries involved	all
Estimated office working days	Full time

Background

Brussels office established since October 2003

- Important as coordination unit for the IFOAM EU Group
- Important as liaison office with European institutions and organisations in Brussels
- Increase of human capacities necessary for efficient office

Finance

- Increased activities of the group needed restructuring of finance management
- New financial concept approved by the board
- New fee structure (amount/country) decided

Enlargement of the EU

- The IFOAM EU Group has increased to potentially 28 board members
- The new countries had to be involved within the Groups structure
- The possibility of specialist groups within the IFOAM EU structure has been created

IFOAM EU as European player

- The IFOAM EU Group broadly recognised as the organic voice in Europe
- The IFOAM EU Group increased its participation and membership in consultations and committees

Public relations

- A public relation strategy paper has been developed
- A newsletter was created in 2004 to inform European membership
- A new webpage within the IFOAM webpage has started to be built up

Objectives

1. To ensure the capacity of the IFOAM EU Group expands in line with increasing profile, tasks and involvement of the Group
2. Increase the IFOAM EU Group external relations and strengthen the IFOAM EU Group as European player
3. Ensure effective communication and organisation with the organic sector within the enlarged EU.
4. Develop and improve the publicity profile
5. Ensure a well informed organic sector

Deliverables

1 Capacity building

- 1a Implement the financial concept to ensure appropriate finance
- 1b Employ a secretary/administrator for the Brussels office from 2006
- 1c Apply for the European Voluntary Service (EVS) to employ trainees
- 1d Apply for projects on key topics (relating to committees work plan) to ensure appropriate finance
- 1e Increase office capacity (if new funds/projects will be raised)
- 1f Increase budget line for extra content & management work of board members/experts
- 1g Reduce/minimise Board meeting costs for Board members
- 1h Build up a financial reserve

2. IFOAM EU Group as European player

Intensify and extend key contacts with policy decision makers, NGOs and stakeholders

2a European Commission

- 2a1 Analysis of four key Director Generals (DG Agriculture, Environment, Research, Sanco)
- 2a2 Identify key issues (related work plan subcommittees)
- 2a3 Identify key contacts/actions: a) specific advocacy actions; b) general advocacy actions
- 2a4 Follow up contacts
- 2a5 Analyse existing advisory groups and be aware of new ones
- 2a6 Identify priority level and representation level (board members/other experts)
- 2a7 Assure appropriate attendance

2b European Parliament:

- 2b1 Make/intensify contacts with all agricultural advisors of the different parties
- 2b2 Identify and make/intensify contacts with key contacts of MEPs and MEPs assistants

2c NGO/Stakeholder networking

- 2c1 Intensify contacts with existing NGOs/Stakeholders
- 2c2 Extend the network/contacts with emphasis on NGO/stakeholders dealing with environment, animal welfare, food safety, consumers, development, trade, labor workers
- 2d Ensure participation at strategically important projects, campaigns on EU level (research, policy).

3 Internal Communication and Organisation

- 3a Facilitate specialist groups within the IFOAM EU Group structure
- 3b Complete integration/involvement of new member countries
- 3c Strengthen involvement of all countries
- 3d Help ensure an increasing IFOAM membership within Europe.
- 3e Analyse, develop and deliver extra (paid) services for members
- 3f Ensure well informed membership via newsletter, webpage, reports
- 3g Run an efficient office in Brussels for coordinating the Groups activities
- 3h Organise and implement efficient board meetings

4. Public Relations

- 4a Publish press releases in core areas
- 4b Develop further press database and initiate contacts
- 4c Involvement in conferences if appropriate (ref. to IFOAM policies)
- 4d Advertise for organic farming to policy decision makers, stakeholders, NGO's, e.g. common organic farm visit, participation at Brussels Green week, etc.
- 4e Build up IFOAM EU Group webpage

Interactions / Relationships

- European Commission and Parliament
- European NGO's and stakeholders

Public relations and communications

- Annual report, newsletter, press release, General Assembly

Date/status: Final draft, 17/01/06