

## MM1-Minutes - Management Meeting 1

On 20 May 2015, at 21:52, Marianna Tomkova <[marianna@worldsustainabilityfund.nl](mailto:marianna@worldsustainabilityfund.nl)> wrote:

Hi all,

on May 20th we had a special structured meeting among the HR, CDM, Marketing (former PR), and Strategy teams as a new Managed Organization.

In the beginning Emile explained SMART goals. You can Wikipedia it or go to our extranet - Actual Organization - click on Not yet SMART.

(I suggested that the misleading name Actual is replaced with Current.)

Emile talked about potentially closing deals as a market maker in Uganda and possibly Congo although Congo has trade limitations. They would bring us funds for 5 years.

Emile explained everybody's roles and needed functions in the Actual Organization Excel sheet. There are many new positions including Footprint Manager, Ecology Expert - not the official name, and many more. There are also new excited volunteers to join the team soon.

- The CDM team introduced a project in Den Haag - for the Haagse Uitdaging and as a pilot project 'close to home'. We are on the way to welcome a Dutch CDM. Yetty has experience with getting funds in Den Haag and we also need something to show that WSF is capable of planning, financing and executing a project. Yetty wants to meet with all members of the team to learn about past efforts and help with future progress.
- The HR team is making progress with attracting new volunteers and is planning training of the current team. Davy has done an awesome job so far.
- The Marketing team is the most dynamic. Ugne had set an ambitious deadline for the new website and are meeting and working more than ever. Also the social media strategy was presented and it is aimed to gather fans, followers, viewers from all kinds of channels, which communicate in a uniform tone, towards creating traffic on the website and appearing on top of search results. Great energy :)
- The Strategy team explained a planned organizational chart of the organization - the blue one found in the Management section of our current website. It is completed with 15 Products and Services. The Balanced Scorecard strategic management tool was showed and explained. Will Emile add the PPT to the extranet?

The next Marketing meeting will be as usual on Friday from 2pm and will be followed by the CD(P)M meeting from 5:30pm.

Good progress, thanks, everybody.

Marianna Tomkova  
WSF