

## STRATEGY WORKSHOP, AGM 2013

September 2<sup>nd</sup> - 3<sup>rd</sup> 2013, Island of Kökar, Aaland.



At the strategy workshop to main issues were addressed:

- **What are the 2020 goals of ESIN?**
- **What are the strengths and weaknesses of ESIN?**

Also five groups addressed an issue each concerning

- **The activities of ESIN in the nearest future**

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A summary of the results of the workshop is reported here:

### **What are the 2020 goals of ESIN?**

(Following the Backwards planning method: "If we want this in 2020, what do we need to have achieved in 2018, in 2016 and so on...?" three goals were defined for an ESIN vision 2020)

- ESINs reputation? Who in the EU should have an opinion on the ESIN organization?
- What are ESINs issues/ main working areas?
- Which strategic partners should ESIN have? Should it be a written agreement?

On this background, three statements were made on **ESINs vision for the future:**

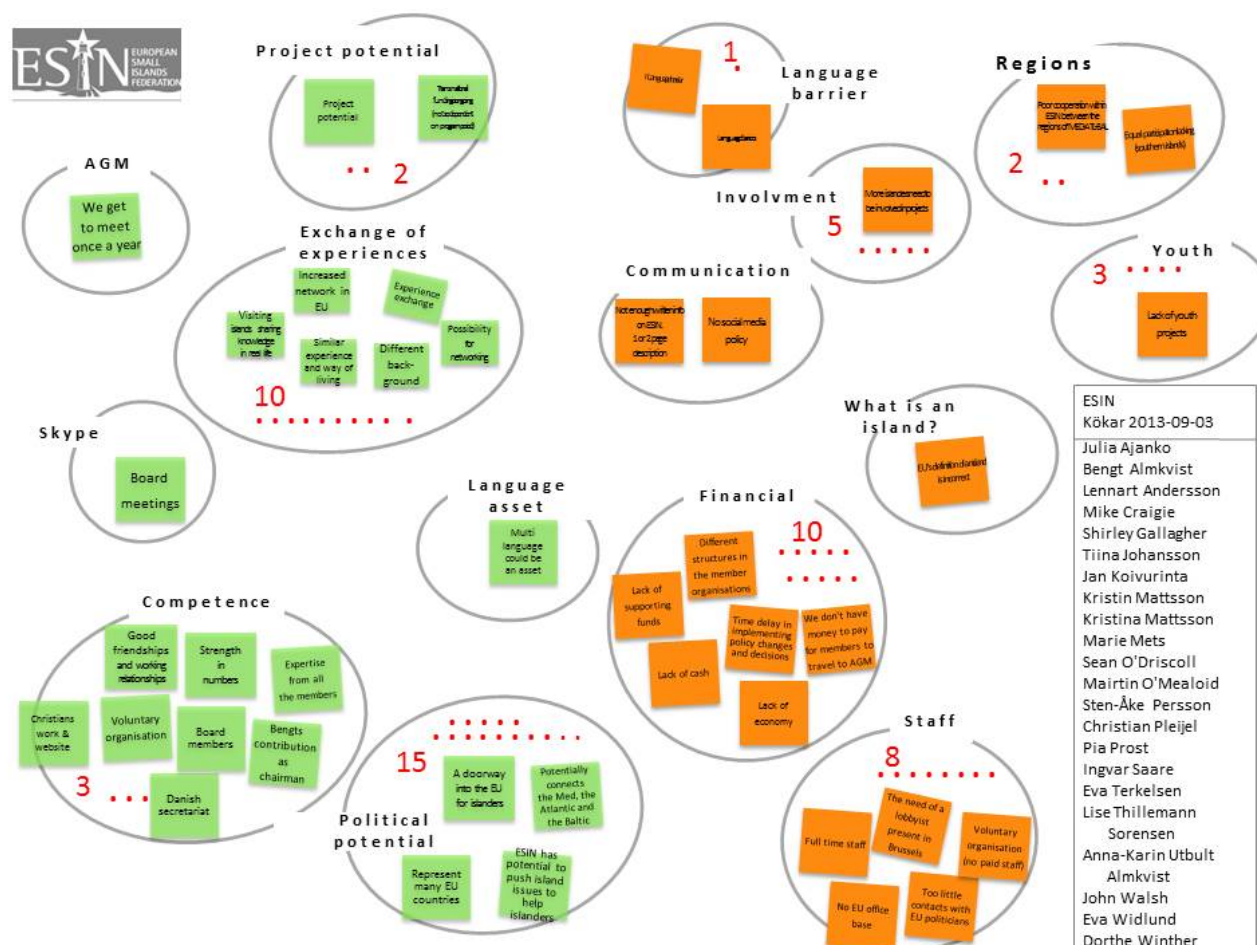
- In 2020, ESIN is to be a well-known and respected organization representing all the small islands of Europe. On a given small island issue, there is always a demand for ESIN's reaction because ESIN has a two-way communication structure making the voice of the islanders heard in Brussels and the voice of Brussels heard on the islands.
- ESIN will have some major projects in hand. Important themes are:
  - sea transports,
  - "green" islands,
  - long term population,
  - job possibilities
  - the recognition of small islands in the EU.

ESIN will be active in thematic groups concerning for example farming and fishing.

- ESIN's role among the island organisations (Insuleur, Isle-Pact, Islenet, and CPMR) will be clear, understandable and important.

## What are the strengths and weaknesses of ESIN?

(See powerpoint/image attachment)



### Strengths

- Political potentials,
- Exchange of experiences, Expertise from all the members, Network between islanders
- Social competence: Voluntary organization, Passionate board members, good networking, friendships development.
- Working ways: Skype meetings, AGM, networking visiting islands
- Multinational organisation
- Project potentials, transnational funding is not depending on programme period.
- A way in to the EU for the member islanders

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### Weaknesses

- Lack of finances: Lack of lobbyist in EU, lack of ESIN economy, no paid staff, no economy
- Lack of staff in the organisation and in the EU.
- Too little contact with the EU politicians.
- Internal lack of connection, poor cooperation with the Mediterranean members as a result of language barrier and lack of finances. We need a better representation from the member states.
- Lack of youth projects
- Time delay in political decisions
- No social media policy

The 3 most important points were nominated to be:

- political potential,
  - experience exchange
- on the positive side,

and on the negative side:

- lack of finances and thereby lack of staff.

## **ESIN issues and activities in the nearest future**

Following a group brainstorm that revealed what the main issues for ESIN are, five groups worked with a topic each:

1. Two-way communication  
(Pia, Ingvar, Kristina, Eva, Ronan, Lennart)
2. Labelling of farm products  
(Anna-Karin, Mari, Mairtín, Julia, Sean, Sten-Åke)
3. Strategic partners, (Group 174 / MEPs)  
(Bengt, Jan, Shirley, Lise)
4. Annual General Meetings  
(Mike, Christian)
5. Chairman nominating committee  
(John, Dorte, Tiina)

### **1) Two-way communication**

With a focus on communication down-up

- All participants of the AGM should spread the word about ESIN by writing about the event, in newsletters, magazines, periodicals or local newspapers
- It is maybe not very important to make ESIN known to all the islanders in Europe, but it is important the islanders know they can contact the national organisations in matters concerning the EU.
- Social medias are important - especially to reach young people. Use our FB-page! <http://www.facebook.com/EsinEuropeanSmallIslandsFederation>
- ESIN-logo
  - should be used as a link to the ESIN-website from the webpages of the national organisations
  - how can it be used by the national organisations?
- Find a (national? all european?) problem, that ESIN can and will solve – use it in marketing
- “Island Passport” (brochure and App showing the small islands in ESIN).
- EU-contacts not only from ESIN directly to EU, but also by ESIN taking a position (written by the person within ESIN with most knowledge on the matter) that national organisations can distribute to their MEPs.

## 2) Labelling of farm products

Sevilla Report, “Product of Island Farming” Labelling

- Island of origin: To complement the Product of Island Farming label the “Island of Origin” should also be stated .
- Producer friendly manner: Given that many producers are individuals or family businesses with only a few people, this labeling process should be producer and user friendly and should not involve any additional costs or create any additional burden.

ESIN

It was agreed that even if the process doesn’t go ahead at European level, islands or islanders could decide to implement their own system and create a food and crafts network within ESIN.

Any such labeling should only apply to products actually grown on islands, or produced on islands using qualifying ingredients or materials.

This islands labeling is distinct from PDO, PGI ,TSG and similar categorization. These three designations will not be the base requirements for permission to use the Product of Island Farming.

## 3) Strategic partners, (Group 174 / MEPs)

- EU election:

In 2014 there will be a MEP election in the EU.

ESIN should be able to help with /provide information on small islands of Europe

- Before the election
- After the election

- Island study:

ESIN should look into the possibilities for a study on Small island life from specialised universities.

- CMPR Island Commission:

ESIN should use the information within CMPR and the opportunities the CMPR gives.

- First EU Rural Parliament:

ESIN should take part

- Article 174 (Lisbon treaty):

For each ESIN member the 174 arguments should be used in the national programmes to make sure small islands have an opportunity to take part in the new programmes for 2014-2020.

- International programmes:

ESIN should make sure to be a part of the Interreg programmes in the coming period 2014-2020.

#### 4) Annual General Meetings

##### *Proposal for coming AGMs*

2014	September 1 <sup>st</sup> – 3 <sup>rd</sup> The HSIN organisation Youth Project? 2-way communication?	<b>Greece / HSIN</b>
2015	1 <sup>st</sup> week of September Maybe Ischia? Tourism/environment tax?	<b>Italy / ANCIM</b>
2016	2 <sup>nd</sup> week in September Renewable energy Sustainability Rejuvenation – young people moving in Electric cars powered by wind energy	<b>Orkney SIF</b>
2017	1 <sup>st</sup> week of September	<b>France / AIP</b>

#### 5) Chairman nominating committee

##### *Proposals*

1. President becomes an honorary 2 year position. Nominated by the board at the AGM. President is a public relations role and an advisory role to the chairperson if needed. The Chairperson has the overall authority of any decisions in cooperation with the board.
2. Nominations for Chair will be given to the nomination committee 12 weeks before the AGM through email to the three members of the nominating committee.
3. Two Vice Chairs (selected at first board meeting)
4. The Chair has to be the main board member. The president does not, as it is an honorary position (refer to article 4 in statutes).