

**DRAFT - Minutes from President's Advisory Committee Meeting
at IOM3
72-73 Warren Street, London
26 November 2018**

Present:

Roman Bender (RB)	Scientific Secretary
Pascale Bridou Buffet (PBB)	Paris Office (PO)
Julija Bugajeva (JB)	Treasurer (London Office)
Damien Féron (DF)	President
Wolfram Fürbeth (WF)	STAC Chairman
Gareth Hinds (GH)	London Office (LO)
Hélène Illaire (HI)	Managing Officer
Philippe Marcus (PM)	Paris Office (PO)
Willi Meier (WM)	Frankfurt Office (FO)
Arjan Mol (AM)	Vice President

Excused

Ines Honndorf (IH)	Frankfurt Office
Fátima Montemor (FM)	Past President
Marjorie Olivier (MO)	Belgian Administrator
Jörg Vogelsang (JV)	Administrator

Minutes

1 EFC Digital Strategy

WM informed that work has been performed to define the characteristics of the EFC Digital System proposed by the DECHEMA, e.g. the architecture of the system, a target group analysis, the layout and structure of the website. WM pointed out especially the following:

- A single sign-on system will also allow users to personalise their services, in particular they will receive targeted information related to their interests.
- In order to make EFC more visible to the general public and to politician decision-makers, the EFC website will introduce topics of general interest (water, food, health etc., each with an identified expert). In order to achieve this the website will have both a horizontal structure with general topics, and a vertical structure corresponding to Working Parties and addressed to the corrosion community.

WM informed about next steps for DECHEMA to produce the new Digital System:

- Collecting feedback (early December),
- Creating a prototype (end of December),
- Connecting the EFC database to the new website,
- Connecting the EFC software to the new website.

WM announced that the budget is a payment of 13k€ per year over 3 years.

The maintenance cost of the new website will be around 10% of the investment per year (current cost: 5 k€ per year).

DF and PM made the remark that in the current target groups presented academics and also governmental bodies and funding agencies may be missing.

The PAC agreed on the following:

Action 1: WM to circulate a document presenting the characteristics/specifications of the EFC Digital System to BoA members and Young EFC in early December;

Action 2: WM to send JB (IOM3) and PM (CEFRACOR) a document that will allow to ask for quotations from third-parties;

Action 3: IOM3 and CEFRACOR to obtain quotations (incl. maintenance costs) before the end of January.

AM agreed to lead the quotation procedure, in consultation with DF and JV.

Further procedure (BoA e-mail voting or decision at BoA meeting in April 2019) will be decided on basis of the received quotations.

2 Financial matters

JB informed that she expects to receive the figures from the Polish Corrosion society about EUROCORR 2018 before the end of the year. Also, she has not received any news from ABRACO and other organisations not in good standing of their membership payments.

3 EUROCORR matters

The Task Force on the Evolution of EUROCORR Organisation was initiated during the BoA meeting in September 2018 but has been dormant since then. For memory, this TF is composed of AM, JB, HI, Dr. Tomáš Prosek and a representative of each of the EFC General Secretariats offices. AM agreed to take the lead of the TF (for which no chair had been nominated yet), and to invite Prof. Agnieszka Królikowska to join the Task Force.

Action 4: HI to invite Prof. Agnieszka Królikowska to join the Task Force on the Evolution of EUROCORR Organisation.

AM reminded that ICCA (International Congress and Convention Association) can review for free the bidding documents and bidding procedures for EUROCORR. Also, ICCA can be asked to provide the list of European countries or cities that have the capacity to held an event for 1,200 – 1,500 persons with 13 or 14 parallel sessions. PAC members were encouraged to send HI any further requests or questions that could be addressed to ICA.

Action 5: HI to register the EFC as ICCA member (cost-free membership), to ask them for a cost-free review the blank bidding documents and bidding procedures for EUROCORR, to ask them if also they are willing to review the incoming bids on eligibility or points of attention, and to ask them if they can provide a list of countries / cities that have the capacity to held EUROCORR.

During the PAC meeting in July 2018, PAC members agreed that bids to host the EUROCORR Congress should be reviewed for approval by a committee, in order to ensure that the criteria for hosting the congress are met. PBB proposed that the committee is composed of herself and the EUROCORR Congress Secretariat. The PAC agreed and decided on the following:

Action 6: PBB and EUROCORR Congress Secretariat to review the bids received for EUROCORR 2022 and to prepare recommendations to be included in the working papers of the BoA meeting in April 2019.

4 Revision of the EFC Bye-Laws

Following the BoA meeting of September 2018, the proposal of revised Bye-Laws was sent to administrators for feedback. HI presented a new version of the Bye-Laws corrected for minor mistakes (language, typos etc). PAC members reviewed the remaining points to be discussed page-by-page.

Action 7: HI to prepare a new version of proposal of the Bye-Laws, taking into account modifications decided by the PAC, to be included in the working papers of the BoA meeting in April 2019, after approval by the members of the task force on the subject.

5 Affiliate Members, exhibition

HI presented the work she has done since September regarding the Affiliate Membership for Companies and the EUROCORR exhibition. During EUROCORR 2018 she collected feedback from exhibitors via a feedback form (satisfaction, objectives), a questionnaire and a meeting for companies, and face-to-face discussions with about 25 exhibitors. From these sources, it appears that the objectives of exhibitors are the following, ranked by order of importance:

- Commercial networking, meeting business partners
- International visibility
- Prospecting clients
- Gaining scientific knowledge, learning about trends and innovations

Moreover, HI informed that most of the exhibitors do not know about the Affiliate Members nor about the EFC.

HI pointed out that in her opinion, there is a risk of competition between EUROCORR local organisers and EFC, since all affiliated exhibitors get a 25% discount on booths at EUROCORR. The PAC decided to keep the discount to its current level.

HI presented some possible improvements of the benefits of the Affiliate Membership programme.

Related to the need on "Commercial networking":

- Need to be considered by the TF on Digital Strategy (e.g. Affiliates' logos on website);
- More networking opportunities at EUROCORR could answer that need;
- A European corrosion directory could answer this need;
- Better promotion of Working Parties Business meetings during EUROCORR.

Related to the need on "International visibility":

- The loyalty programme giving priority on choice of booth location to Affiliate Members answers this need;
- Possibility to publish case studies into the EFC Newsletter, subject to approval from the STAC relevant Working Party;
- Workshop for exhibitors: the PAC proposed that a space within the exhibition can be dedicated to commercial presentations, for exhibitors willing to pay an extra fee. No commercial presentation should be included in plenary lectures. These are recommendations to the local organisers, who are free to implement them or not. Scientific presentation will follow the normal current selection process.

HI informed about the status of the implementation of the loyalty programme. For EUROCORR 2019, local organisers propose that HI contact past exhibitors before 14 January and propose them to register and choose their stand location; other companies would be contacted after 14 January.

HI presented some possible improvements of the marketing of the Affiliate Membership:

- Mailing targeted to past exhibitors and companies informing about the Affiliate Membership new benefits. This mailing can be done with the help of DECHEMA's emailing programme, provided compliance with privacy regulations;
- Bundle offer between booth registration and Affiliate Membership, possibly starting at EUROCORR 2020;
- Announcement during EUROCORR via several medias: e.g. EFC Newsletter, announcement during Business Meetings and plenary session.

The PAC agreed that requirements on the exhibition should be included into the Call for Bids, and that recommendations / guidelines regarding the exhibition should be prepared for local organisers.

Action 8: HI to prepare guidelines and recommendations to local EUROCORR organisers for the exhibition, to be presented at the BoA meeting in April 2019

Action 9: HI and EUROCORR Congress Secretariat to update the Call for Bids with the provided information, to be approved by the BoA during the meeting in April 2019.

Besides, PM expressed that benefits of the Affiliate Membership should not focus only on the exhibition but on the delivery of relevant information on research, trends and innovations. He also expressed that EFC should be more visible especially to EUROCORR participants, as many of them know about EUROCORR but not about EFC.

6 Relations with international societies

CSCP

Chongqing Wujiu Periodicals Press, a research institute in China, is willing to organise an event in collaboration with EFC. EFC requested this organisation to first contact CSCP, which gave its agreement for an event in 2019 or 2020: the exact format of the event will be discussed between the Chinese partners involved and EFC will be informed. EFC will provide an EFC Event Number and Working Parties may participate to the event. Possible financial benefit from the event for EFC is not defined at this stage.

The contact person at EFC for Chongqing is Tomáš Prosek and CSCP will keep EFC updated (contact person AM).

NACE

DF & WM reminded that Russian are organising a conference in Saint Petersburg sponsored by NACE, and that Prof. Muradov is asking for an EFC Event Number. As the conference is limited to a specific area (Oil and Gas), the EFC can agree to deliver the Event Number. RB informed that an EFC event number has been given as one of our member society has asked it.

WM informed that during the EFC-NACE meeting in September 2018, NACE informed that they will open an office in Europe. He also informed that NACE courses in 2019 at DECHEMA were cancelled, as a result of low registrations and low interest from both parties.

PM expressed that EFC should strive to organise events outside Europe, e.g. in the USA for automotive and/or aerospace corrosion.

GH informed that NACE contacted iCorr and other targeted EFC Member Societies in Europe (but not EFC) regarding the Global Partnership Agreement they propose worldwide; iCorr declined the offer. GH expressed that small EFC Member Societies should pay a lower membership fee, otherwise the risk is that these societies will turn themselves to NACE. He also expressed that EFC needs a common strategy and policy.

The PAC agreed to initiate a **Task Force on EFC Strategy regarding NACE**, leaded by GH and composed of RB, DF and a representative from CEFACOR.

Action 10: to implement the TF on EFC Strategy regarding NACE

PM to nominate the representative of CEFACOR for the Task Force.

7 Development of EFC Branches

Qatar: DF informed that the EFC has received in November the signed MoU with Qatar. FM will be invited to the next BoA meeting in April 2019 to report on the status of the development of the EFC Branch in Qatar.

Singapore: HI and DF informed that the seminar for industry initially planned in November by Dr. Sudesh Wijesinghe, the EFC contact person in Singapore, has been reported to take place in January 2019. During this seminar, Dr. Wijesinghe will announce the possibility to initiate an EFC International Member Society in Singapore to local stakeholders. DF is not planning to participate to this half-day seminar.

Finland: DF informed that he has no feedback from his contacts in Finland regarding the possibility to initiate a Branch in this country.

8 EFC Newsletter and related subjects

Mr Gilbert Assant, who is currently the publisher of the EFC Newsletter, came to the PAC meeting to present his project of a European corrosion directory. Here are the main points presented by Mr. Assant:

- A high number of copies (up to 200 000) of the directory can be produced and distributed to the companies included in the directory, as well as to EFC Member Societies.
- The directory will contain corrosion-related companies in Europe; Mr. Assant plans to obtain the list of these companies from professional directories from each European country.
- Mr. Assant agrees to take the financial risk. The directory could be financed by advertisements from companies in Europe or beyond, e.g. Africa. Mr. Assant also proposed the possibility that the "issue zero" of the directory will not contain any advertisement. If the directory proves to be successful, future issues will result in a percentage of the benefits to be paid to the EFC.
- Mr. Assant is experienced with the production of such professional directories and thinks that the corrosion directory will be a useful professional tool for corrosion-related companies.
- Mr. Assant would prefer to collaborate with EFC; in that case, the directory will include pages for EFC Member Societies, and companies classified by their type of activities (coatings, ...). Otherwise he will produce the directory alone, with companies categorized by country.
- Mr. Assant plans to hire English and German speaking collaborators/agents and possibly open local offices in UK and Germany.
- Mr. Assant informed that he plans to retire and cease his professional activities in 3 years; the continuation of the project of directory after that is unclear at this stage.

PAC members discussed the proposal and agreed that though a European corrosion directory would be a useful tool, a number of difficulties arise regarding the implementation, mainly:

- If the EFC logo appears on the directory, its quality (i.e. the reputability of included companies) must be ensured.
- The production of a good quality directory implies work to be performed by EFC Member Societies as they are expected to also supply information/contact info about their national members.
- Additionally, due to legal requirements on privacy, some EFC Member Societies (e.g. DECHEMA) may face difficulties to obtain the permission of their corporate members to be included in the directory.

After thorough and extended discussions, the PAC agreed on the following:

Action 11: DF to contact Mr. Assant with the following requests:

- Producing issue “zero” of the European corrosion directory without the EFC logo, to be presented at the PAC meeting in summer 2019;
- Preparing a detailed agreement, with the help of DF, to be presented at the BoA meeting in April 2019.

Besides, PM express that the EFC would benefit to set up a strategy and prioritize between the different possible actions: European corrosion directory, organisation of events outside Europe, recruitment of Affiliate Members, EFC visibility etc.

9 EFC Archives

DF and HI pointed out the need for organising and documenting the EFC archives: agreements, official documents regarding Belgian law procedures etc. The PAC agreed that it is especially important that the electronic versions of the documents are documented and available online; also, the office(s) in charge of archiving the original paper copies and putting the electronic versions online should be clarified.

Action 12: HI to ask each EFC office to list the EFC archives in their possession.

It sounds coherent for the PAC that the Frankfurt Office will in charge of EFC International Relations and of related archives, even if nothing is said in the Bye-Laws on this subject.

10 Other business

PBB informed of an issue with the call for nomination for the Honorary Fellowship, regarding a conflict between the wording of the rules agreed during the STAC meeting in September 2018 and subsequent modification proposed by WF. The PAC decided to issue the call for nomination with the wording already agreed, and that a decision will be taken during the next STAC meeting in September 2019.