

Minutes from President's Advisory Committee

Virtual Meeting

24 June 2020

Present

Roman Bender (RB)	Scientific Secretary
Pascale Bridou Buffet (PBB)	Paris Office (PO)
Julija Bugajeva (JB)	Honorary Treasurer (London Office)
Wolfram Fürbeth (WF)	STAC Chairman
Gareth Hinds (GH)	London Office (LO)
Ines Honndorf (IH)	Frankfurt Office
Hélène Illaire (HI)	Managing Officer
Patrick Keil (PK)	Administrator
Philippe Marcus (PM)	Paris Office (PO)
Willi Meier (WM)	Frankfurt Office (FO)
Arjan Mol (AM)	President
Tomáš Prosek (TP)	Administrator
Jörg Vogelsang (JV)	Vice President

Partially present

Damien Féron (DF)	Immediate Past President
Bálint Medgyes (BM)	EUROCORR 2021
Marta Mohedano (MM)	Young EFC
Marjorie Olivier (MO)	Belgian Administrator

Minutes

1 EFC Strategy - Evolution of EFC and EUROCORR in the coming years (JV)

JV pointed out that the Strategic Plan previously prepared needs to be redefined, following the many recent evolutions within EFC and its context.

WM informed that the ACHEMA exhibition organized by DECHEMA is postponed from 2021 to 2022. This could strongly impact DECHEMA and thus the involvement of DECHEMA in EFC activities such as the EFC General Secretariat.

He introduced the idea to set up a professional secretariat which would be mutualized between EFC, EFCE and possible other organizations/societies. This would allow not only the reduction of the costs associated with the secretariat, but also to find synergies (e.g. the mutualisation of a digital platform) and the increase or even the creation of revenues.

He also expressed that the organization of EUROCORR could be taken in charge by this professional secretariat, and especially the exhibition which should be increased to a much larger size. He reminded that PCOs currently take significant profit generated by EUROCORR, and that EFC could take over this profit if it organizes the congress itself.

PM expressed his concern that the introduction of several federations managing a general secretariat could result in another layer of administration.

PAC members agreed that the centralized organization of EUROCORR and the EFC administration should be treated as two separate topics, for which decisions should be taken independently. Indeed, the administration is a cost to EFC while EUROCORR generates income.

PM reminded about his concerns that if EUROCORR is no longer organized by EFC Member Societies, the latter could lose their motivation in organizing a EUROCORR in their country and hence EFC membership possibly. WM answered that this has to be taken into consideration and that on the other hand a centralized organization could be of benefit to

Member Societies, especially smaller ones. This could be the case if for example the larger load of the organization is taken over by EFC and the risk (but also financial benefit) is taken by the EFC / central organization on the one hand, but on the other hand also a levy to-be-specified is to be offered to Member Societies if specific, in particular local, services are provided.

2 EUROCORR matters

2.1 EUROCORR 2021 (BM / AM/JV)

BM indicated that the finalization of several scenarios for EUROCORR 2021 are in preparation together with the PCO, and that these scenarios will be sent latest on Monday 14 December for distribution to BoA Members. He also informed that the local team highly prefers a physical meeting, and that a hybrid solution is not considered feasible. He expressed that information will be needed in order to be able to take a decision, especially the number of submitted abstracts, but also the willingness of companies to send delegates and of participants to use transportations during, or right after, the pandemic.

He asked if there is a possibility to include in the agreement the sharing of any possible financial loss with EFC. AM answered that it has been proven with EUROCORR in 2020 that a virtual event can generate income and a levy for EFC, and expressed that it is thus difficult to justify a positive answer to that request. He also pointed out that a physical event may be financially more risky given the uncertainty of the further development of the pandemic, but that this should be taken into account in a thorough risk assessment by the local organizers.

PK indicated that according to the experts he has been exchanging with, vaccines will be ready or about to be ready in the summer or autumn 2021.

A discussion took place regarding the date on which the decision should be taken between a physical or a virtual EUROCORR 2021. WM expressed that if the number of submitted paper is considered sufficient, it is OK to wait until March, otherwise the decision should be taken earlier. PM proposed that the deadline for the submission of abstracts could be extended, while JV answered that on the contrary, the number of abstracts should be known as soon as possible in order to be able to take a decision as soon as possible. It was then generally agreed that it is merely the responsibility of the local organizers to set an ultimate date for abstract submission closure as it is related to an ultimate date for decision making on the format of the conference.

PAC members underline that the decision on the type of event (virtual or physical), as well as on the date of the decision, belongs to the local organisers, although the BoA can support the decision process via exchanges with the local hosts.

JB suggested to include best and worst cases in the different scenarios in preparation.

BM indicated that the main payment to the Congress Center is due at the end of February. PM strongly suggested to negotiate the postponement of this payment until the end of March or the beginning of April.

Action 1: **BM** to send the different scenarios for EUROCORR 2021 to BoA members before Monday 14 December 2020, in view of their discussion during the BoA meeting of 18 December 2020.

2.2 Virtual EUROCORR 2020 (WM / AM)

AM thanked again DECHEMA as well as all the people involved in the scientific and technical preparations of the successful virtual EUROCORR in 2020. He asked how the material (lecture videos) will be used in the future.

WM informed that all lectures are available to people who registered to the event. He also indicated that this material could be made available longer on a digital platform that could be implemented to serve the corrosion community, see item 9 on the EFC Digital Strategy.

3 Termination of the Managing Officer contract and reallocation of duties (JV/AM)

JV informed that HI, who terminates her contract with EFC on 31 December 2020, sent a worksheet detailing all her tasks and duties with the corresponding time. He expressed that he would like the EFC offices to send a similar information, including the voluntary work, in order to have a precise view of the tasks and of the workload, and to gain efficiency.

PM reminded that this information was sent a few years ago and that the updated information could be sent. He reminded about the hidden cost not appearing as time spent, such as the rental cost of offices in London, Paris and Frankfurt or of meeting facilities for EFC meetings.

Regarding the reallocation of duties, HI pointed out that many of the duties in her responsibility do not need an in-depth overview and analysis of the offices workload, because they are part of the daily work and have to be transferred regardless (e.g. PAC agenda and minutes, Young Scientist Grant management). Also, the transfer of information has to be done before the end of her contract.

The management of the Young Scientist Grant is already transferred to RB.

WM indicated that the Frankfurt Office is willing to take over the other duties of the Managing Officer. A meeting will be organized between HI, IH and Bianca Scherf in order to discuss necessary details.

HI reminded that the Belgian matters require interaction in French with the Belgian authorities in Brussels, as French is one of the official languages in this city. The other official language is Dutch, which is a language spoken by some coworkers of the Frankfurt Office. It was reminded however that the EFC Statutes are currently officially in French. A separate meeting will be organized between HI, IH, JB and MO to oversee the transfer of the Belgian files.

HI pointed out that even though the Frankfurt Office, JB and MO agreed to collaborate to manage the Belgian affairs, it is essential that one person is given the responsibility of overseeing that all obligations in Belgium are managed. IH agreed to take this responsibility.

Action 2: HI to ensure the transfer of information to the people taking over her duties.

Action 3: IH to plan a meeting for the transfer of information related to HI's general duties, and another meeting for the transfer of information related to the Belgian affairs.

Action 4: WM, GH and PM to update and communicate to PAC members the tasks and related time (including voluntary time) of their respective EFC offices, before the BoA meeting on 18 December 2020.

4 EFC Endorsed Corrosion Education (TP / WF)

TP reminded that the long-term objective for the EFC is to implement its own training and certification program. However, this is too big of a task for a Working Party and professionals should get involved under the lead of WP7 chaired by Daniela Zander. In the meanwhile, a Task Force (TF) lead by TP has for objective the labelling of existing courses of the EFC Member Societies.

TP reported on the work of the TF, see **Appendix 1**. The following points were addressed:

- TP reported that the TF agreed to limit the labelling to European Member Societies.
- PK proposed that the administrative aspects (collecting fees, interface with Member Societies for fee renewal etc.) should be taken over by a Managing Director or CEO.
- Regarding the Course Endorsement Committee composition and position in the EFC structure: DF proposed that this committee should respond directly to the EFC President (and later on, possibly under a CEO). Also, the committee should involve the WP7, the Young EFC, as well as members of the EFC that are recognized for

their long-time engagement with corrosion education and whose decisions about the labelling will not be questioned, such as Prof. Leygraf.

- A logo is needed for the label. PAC members agreed that in a first approach, the Young EFC (Andressa Trentin) could be asked to propose a logo. Alternatives are the company (NPC) or the person (Vanessa Langlois) who designed the EFC logo.
- Recommended fee for the labelling: PAC members agreed that the income from the labelling should be driven by volume and that the initial fee should remain low, e.g. €500 related to the work to check the course thoroughly for the first time and the right to use the EFC label. Also, there could be an initial fee that would be renewed every 3 years at lower cost, basically for the continued use of the EFC label and a more shallow check for any changes to the initial course. WF also pointed out that the fee level should ideally take into consideration the duration and frequency of the course.

Action 5: TP to contact Andressa Trentin (Young EFC) and ask her if she agrees to propose a logo for the EFC Course Labelling

Action 6: TP to present a few fee options at the BoA in spring 2021.

The next steps will be the integration of the labelling scheme and documents in the EFC documents (such as the Bye-Laws), and the submission to the approval of the General Assembly in September 2021. After that, the labelling could start to be implemented.

5 International award: corrosion awareness award (DF or AM)

DF reminded that the decision to create an international award together with CSCP, with the support of the WCO for the administration, was taken during the meeting with CSCP in September 2019. It was agreed with CSCP that this new award should not compete with the already existing EFC or CSCP awards, and therefore to create an award related to corrosion awareness.

DF has prepared a proposal of rules (included in the appendices of this PAC agenda), which CSCP already agreed upon except for item 5 which was added subsequently (*"During the award ceremony, the recipient of the corrosion awareness honour will give a lecture."*). JV recommended that the recipient should be offered the opportunity to give a lecture, in order to avoid embarrassing people who do not feel comfortable with speaking English.

GH pointed out that the criteria listed in item 9 of the proposed rules correspond to excellence in science and engineering corrosion, like any other of the already existing "conventional" awards. PAC members proposed several different ideas of criteria which would be more in line with the intent of an awareness award:

- Focusing on initiatives building links or transferring knowledge between different parts of the world, such as China / Europe or advanced / developing countries;
- Public relations and initiatives directed towards governments and politicians.

PAC members agreed on the following actions:

Action 7: DF to send the rules including the modified item 5 to CSCP for approval

Action 8: DF to prepare a new version of the rules, taking into account comments from the PAC, and to send it latest on Monday 14 December 2020 to PAC members, in view of discussion during the BoA meeting on 18 December 2020

Beside, a discussion took place regarding the EFC European Corrosion Medal.

[Note: the rules of this award state that *"The work of the recipient(s) will normally have been conducted primarily within the country/s of the EFC member society/s making the nomination, and certainly within a country that has an EFC member society of good standing, while the recipient was/were holding an affiliated position/s within that country/s."*]

PM expressed that the EFC should first make its own awards more open and more international, before initiating a new international medal with CSCP. JV proposed to open a new medal, while the EFC Medal should remain the main EFC award.

PAC members agreed to create a Task Force on the EFC Awards, whose task will be to consider to update the EFC awards, and especially the EFC medal which could be considered to be made more open and international. This Task Force is composed of AM (lead), PM and PK.

Action 9: AM (lead), PM and PK to prepare a proposal for the possible update of the EFC awards, to be presented at one of the next PAC meeting in the first half of 2021.

6 Young EFC matters

6.1 Social media (MM / HI)

MM updated the PAC with the current status and the perspectives of the EFC Social Media, see **Appendix 2**. She informed that the EFC page on LinkedIn has currently 545 followers, with whom there is good interaction. The EFC accounts on LinkedIn are managed by MM and Dr. Andressa Trentin, member of the Young EFC, with the support of the Task Force on Social Media. The objective is to publish at minimum one post per week. The free version of Hootsuite can be used to program in advance automatic publications of posts prepared in advance.

GH agreed to support these activities by English proofreading of the posts before publication.

The communication channel is via the email address socialmedia@efcweb.org, currently redirected to MM, IH and HI [Note: to date also including Andressa], and will be advertised to WP chairs and WP members.

MM informed that already 320 people are registered to the webinar “How to write a paper” with AM, planned on 20 January 2021 and announced on the EFC LinkedIn page.

MM proposed to apply for a “Google anniversary day” for corrosion (the starting page of Google sometimes honours people or events with a special Logo and some links with further info). This initiative was warmly welcomed and encouraged by PAC members.

Action 10: IH, RB and PBB to send MM the calendar of recurrent tasks such as EFC Newsletter, call for abstracts for EUROCORR, awards etc., and to invite Member Societies, Affiliate Members, WP chairs to communicate content for publication to the address socialmedia@efcweb.org

6.2 International Student Award (HI)

HI informed that the Task Force on the new International Grant Travel is currently preparing a proposal of rules, which will be presented at the BoA meeting on 18 December 2020.

7 EFC branches (JV)

A proposal of model for the EFC branches was presented in the Appendices of the agenda of this PAC.

PM asked whether the branches are to be considered more as a Working Party (WP) or a Member Society (MS). He also reminded that the initial intention with the branches was to create them in countries where there is no Member Society, possibly with the goal of facilitating the establishment of a Member Society in these countries.

JV answered that branches are neither like a WP nor a MS, and that the idea is that branches could get the support of the STAC and WPs.

PM and WF expressed their opinion that the model of branches should return closer to the initial definition, and should not be defined with the Qatar branch as model.

PBB pointed out that if branches are alike MS, they should be approved by the General Assembly. Also, all aspects of EFC should be considered when defining the functioning of the branches, e.g. EFC nominations for awards.

PAC members agreed that for now JV's proposal can be improved with PAC comments, but that no intensive work will be put into the matter as long as there is no solid project of EFC branch in preparation.

Action 11: PK and PBB to propose modifications to the model of Branches proposed by JV. All PAC members are invited to propose modifications.

PAC members listed the countries or areas where the possibility of establishing a branch could be considered: those are currently Finland and the Baltic countries. Singapore is currently not part of this list.

Action 12: HI to contact the EFC Member Society in Sweden what information they have about the corrosion community in the Baltics, and their possible interest for initiating a branch; and searching for possible corrosion-related organisations in these countries.

8 EFC lobbying (JV/AM)

AM reminded that NACE is strong in lobbying and has offered to share its document on lobbying, but actually never sent it. MO and TP offered to contact officials in their network but pointed out that they need to know what should be the message to deliver. PAC members wondered about what should be the objective and content of the lobbying. The following topics were mentioned:

- Sustainability
- Bring "Corrosion protection" as a topic into call for fundings of EU research programs
- Establishing rules that are needed for EFC to become a certification body

PAC members agreed on the following actions, with a follow up at the next PAC meeting:

Action 13: RB to get the NACE document or further information on lobbying in liaison with NACE CEO Bob Chalker

Action 14: MO to contact the European official in Brussels that is part of her network, **TP** to contact [Dr Maros Halama](#).

9 Implementation of EFC Digital Strategy (WM)

WM explained the possibilities that a digital platform would offer to serve the corrosion community, such as:

- Lectures (e.g. from EUROCORR) and webinars online available to members,
- Setting up discussion platforms such as the one requested by François Ropital for WP13,
- Facilities to plan and held only events for Working Parties.

The business model of the platform is still to be defined. Members could access the platform via a subscription, royalties could be paid to the EFC.

WM pointed out that this topic is related to the EFC Strategy, as it addresses the question on what the federation wants to offer to its community.

10 Any other business

Archives: JB and IH informed that they have a large amount of EFC archives in their respective EFC offices. JB has to remove part of these archives due to a decrease of space available at the London Office. HI informed that in principle, a signed copy of the GA minutes in French should be archived at the legal seat of the EFC in Belgium. PK informed that up to now, a digital scan of signed document is not legally valid.

Action 15: JB to check with a lawyer what is necessary in order to comply with the law and with obligations in Belgium

Action 16: JB, IH and PBB to define an action plan.

EFC meetings in Spring 2021: the proposed dates are the following:

- Paper selection meeting on 23 March 2021
- BoA meeting on 24 March 2021

Also, PAC members agreed on the following actions for the BoA meeting in spring:

Action 17: WM to send PBB the report form II for the virtual EUROCORN 2020, as well as the invoice for the Digital System.

Action 18: RB and HI to send PBB the minutes of the meetings with NACE and CSCP, respectively, and to include PBB when circulating these minutes in the future.

EUROCORN 2024: It was discussed whether the bid presentations will take place during a physical or virtual meeting in March. PAC members agreed that the bids presentations could be planned as a separate virtual meeting shortly before the BoA spring meeting.

PAC meetings: JV informed of his will to change the scheme of the PAC meetings, which would be 1 hour meetings every month. PAC members agreed that the PAC meetings from now will take place every second Tuesday of each month at 4 PM. WM agreed to set up a collaborative platform with Microsoft Teams, in order to facilitate the work of the PAC, e.g. with a review of documents before the meetings. Such a platform can also be set up for e.g. Task Forces.

Action 19: WM to set up a collaborative platform for the PAC.



TF EFC ENDORSED EDUCATION

Tomáš PROŠEK – 01/12/2020

Background

- Strong efforts of international organizations to expand training activities in Europe
- EFC not active in training so far
- Plan to create individual training and certification program, led by WP7: long-term process
- To speed up the process, BoA decided to separate *labelling* of existing courses of EFC Member Societies (MSs)



Expected outcome

- MSs: Help with selling courses
- Corrosionists: Help with finding right training options
- EFC: Setting foot in corrosion training

- Task Force Members: Brian Wyatt, Trevor Osborne, Daniela Zander, Claude Duret-Thual, Antoine Surbled, Tomas Prosek



Agreed principles of the *labelling*

- **Only courses of European MSs can be labelled**
 - ▣ What exactly does it mean “a course of an European MS”? Definition in preparation
- **Limited EFC control:** MSs know best how to handle their courses
- **Application** of a MS should contain information on
 - ▣ **Governance** – Questionnaire
 - ▣ **Syllabus**
 - ▣ **Learning outcomes**



Agreed principles of the *labelling*

- **Application to be assessed by EFC Course Endorsement Committee**, composed of respected volunteers
- **MS can use a label 'EFC approved course'**
- **EFC will advertise labelled courses** on the web site and elsewhere
- **EFC will charge MSs by each labelled course** on a yearly basis
- Labelling valid for 3 years



Further steps

- Preparation of governing documents, eventually change of bye-laws
 - ▣ Damien?
- Formation of *EFC Course Endorsement Committee*
 - ▣ Position in the EFC organization (BoA)
 - ▣ Volunteers needed, number
 - ▣ Set time for assessment of an application



Further steps

- Design of the '*EFC approved course*' label
 - ▣ Designer of the EFC logo?
- Set the fee charged by EFC per labelled course





SOCIAL MEDIA STRATEGY

Task Force Meeting : 10.12.2020

Marta Mohedano and Andressa Trentin

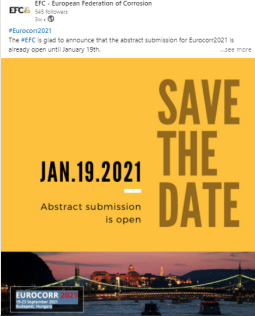
Updates



EFC - European Federation of Corrosion
Non-profit Organization Management · Brussels · 545 followers

The EFC federates organisations in Europe and beyond whose aim is to advance the science of corrosion via cooperation.

- 545 Followers
- Good interaction



SAVE THE DATE
JAN.19.2021
Abstract submission is open

EUROCORR
2021



Invited speaker: Arjan Mol
Editor-in-Chief of Corrosion Science

Organisers: Elsevier-YoungEFC

JAN 20 • 15:00 CEST

Organic impressions: 1,405 impressions

Social Media Managers



- Dr. Andressa Trentin, São Paulo State University
- Social Media Content Manager (Digital marketing enthusiast)



- Dr. Marta Mohedano, University Complutense of Madrid
- Social Media Community Manager

Social Media Task Force

- Joerg-Alfred Vogelsang
- Patrick Keil
- Aytac Yilmaz
- Roman Bender
- Wolfram Fürbeth
- Ines Honndorf
- Pascale Bridou
- Hélène Illaire

Communication Channel

EFC content

- ▣ News
- ▣ Events
 - Eurocorr
- ▣ Newsletter
- ▣ Prizes
- ▣ Green Book series
- ▣ News of Working Parties and Task Forces
- ▣ STAC/BoA highlights after the meetings

Communication Channel: email to socialmedia@efcweb.org

- From EFC Secretary (news, events, Newsletter, Prizes (e.g open calls))
- From WP/TF chairs (Green Book series, minutes of STAC/BoA meetings)
- Eurocorr: From Dechema / Local organisers (important dates, progresses...)



Young EFC content

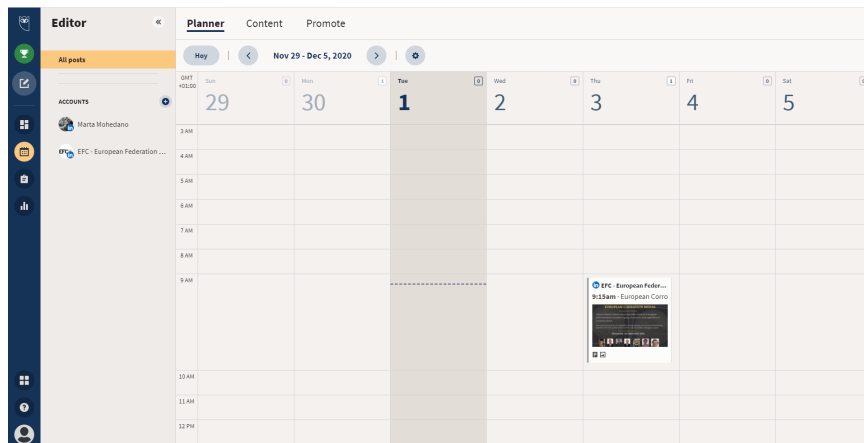
- ▣ Corrosion Awareness Day
- ▣ Young EFC TF
- ▣ Prizes
- ▣ Mentory Program
- ▣ Young EFC Members - Outstanding performance

Communication Channel: email to socialmedia@efcweb.org

- From YoungEFC Board
- From YoungEFC TaskForce Members

Actions: 1. Social Media Management Tool

- **Hootsuite:** Visually plan, schedule, and analyze all your social media content in one place



Actions: 2. Calendar of EFC content

Information EFC events that repeat periodically (in which month?)

- Newsletter
- Dates for Eurocorr (website)
- Call for Prizes
- STAC/BoA meetings

Communication Channel to be defined (TF meeting)

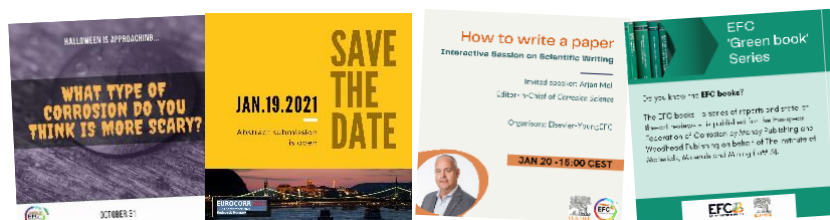
Actions: 3. English Proofreading

- Would it be possible to provide this service from the EFC?
- Internal/External consultant?

(TF meeting)

Posting Strategy

- Periodical posting (minimum 1 post per week)
- Advertisement of events
- Creative posts



Posting Strategy

Suggestive calendar for LinkedIn					
Week	Mon.	Tue.	Wed.	Thu.	Fri.
1	-	Events, calendar	-	Newsletter, STAC/BoA meetings	-
2	-	Publications (‘green book’ series)	-	Eurocorr (deadlines, fees, plenary lectures..)	-
3	-	Awards, call for prizes	-	YEFC (videos, interviews, Corr. Awareness Day, Women in Sci. etc.)	-
4	-	Working Parties & Task Forces	-	Publications (journals)	-