

# Proposed ESPP business plan Sept 2014 – 2015:

## **First draft for discussion and comment v8/10/14**

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## Organisation and structure

### **Legal status and decision making**

- **Establish ESPP as a legal entity : create a not-for-profit association under Belgian law\***  
(statutes, establishment general assembly, publication in Belgian Official Journal, legal and VAT registration ...)  
\* probably initially as an ASBL (simpler), possibly evolve later into an international association AISBL (requires a Royal Decree and more documentation, and so delays)
- **Legal & accounting advice** : two offers from Belgian legal advisors/accountants: BPO/Notalex (recommended by IEEP), TaxConsult
- **Statutes provide for two levels of participation**: statutory members, partners
  - depending on organisation's legal constraints
  - same access to information, visibility
  - same annual contribution
  - possibility of "in kind" for partners only
- **Statutory decision making**: association statutes define a Board (role of steering committee, elected by the members from the members) and a small executive sub-committee of the Board (the "Bureau", including the President), whose role is to define Platform directions and take day to day operational decisions
- **Non statutory**:
  - **Working groups** on specific themes or projects
  - **Secretariat** answers to the President, the "Bureau" and to the Board

## **ESPP Membership**

- Renew initial ESPP members and bring in new members
- Propose membership renewal to cover end 2014 and to December 2015
- Membership fee as at present
  - national platforms/nations = 10 000 €
  - standard company = 6 000 €
  - SME = 2 000 €
- Membership to include stand at ESPC2 (subject to additionally paying small amount for stand installation costs, in order to avoid empty stands)
- Membership includes: access to network and information, participation in ESPP meetings and activities, logo on ESPP website home page, SCOPE Newsletter and at ESPP meetings (including ESPC2), member page on ESPP website
- Active campaign to bring in new members, in collaboration with national platforms/networks (see below), both in sectors already covered (water, fertilisers) and in new sectors (feed/agrisupply, food&beverages, chemicals, mining ...)
- Define national platform/ESPP membership interactions (see below under platforms)

## **Importance of in-kind partner contributions**

ESPP must function as a network. Contributions and input of in-kind partners and network should be as important as monetary contributions: content and information generation and exchange, competence, organising meetings and networking ...

## **National platforms/networks and ESPP secretariat**

Proposed organisation of ESPP secretariat and national networks, subject to bringing in sufficient membership (income):

ESPPC European secretariat (organisational objectives for 2015)

- Thornton ½ time
- Post to create Brussels (intern ? part-time ? possibly shared with another organisation)

National/regional networks within ESPP (e.g. France, Spain, Baltic, UK ...)

- part time post within an existing structure (e.g. in a research institute, industry federation, NGO ...)

National platforms, with their own legal structure: Germany, Flanders, Netherlands

## **Budget and funding – 2015 vision**

### **Expenditure budget for year 2015**

- C Thornton ½ time 2015	50 KE
- Post in Brussels	40 KE
- Legal, accounting	10 KE
- Travel (secretariat, President)	15 KE
- Competence data base management system	10 KE
- Website, emailing, etc	
- web hosting & domains = 0,5 K€	
- web maintenance Maija Ravenscroft = 4.5 K€	
- sending emails (MailChimp) = 2 K€	
- creating interactive eNews = 5 K€	
- website content and update (FHNW) = 20 K€	
- reserve technical upgrades / unexpected = 3 K€	25 K€
- Thematic conferences etc self funding **	-
<b>TOTAL 2015</b>	<b>150 K€</b>

## For end 2014

- |  |       |
|--|-------|
| - C. Thornton fees 2014 (already paid = 7 K€)                    | 43 K€ |
| - C. Thornton travel and costs (already paid = 4.8 K€)           | 3 K€  |
| - Cranfield website invoice outstanding                          | 4 K€  |
| - Already paid: ESPP website repair and renovation (Summer 2014) |       |
| - - Maija Ravenscroft = 2.8 €                                    |       |
| - - All Things Web = 800 €                                       |       |

**Total budget expenditure 2014-2015** **200 K€**

\*\* ESPP provides seed capital but costs reimbursed and covered by sponsorship and participation

## Proposed outline for income sharing with national platforms/networks

- Countries with established platform: 10 KE ESPP membership /year
- Countries with national network within ESPP:
  - members join and pay ESPP, national network is funded by national government, country does not pay ESPP membership but is a de facto member if membership fees reach 10 KE /year
  - alternative model: members join and pay ESPP, ESPP returns a % to national facilitator who develops network 'at their risk'

## ESPP budget for income the period Sept 2014 – 2015

- |   |       |
|---|-------|
| - 3 x national platforms (10 KE/year)         | 30 KE |
| - 3 x national network contributions as above | 30 KE |
| - 15 x companies @ 6 000 €/year               | 90 KE |
| - 15 x SMEs @ 2 000 €/year                    | 20 KE |
| - Project participation / SCOPE dissemination | 30 KE |

**Total budget income** **200 KE**

## **ESPP Activities 2014-2015**

### **ESPP network data base and ESPP technical webinars**

- Suite ESPP meeting June 2014 -> respond to members' wishes
- Set up a professional data base management tool to catalogue expertise and contacts
- Launch series of professional webinars on technical subjects for members/stakeholders (technical platform SEI – Arno Rosemarin)
- Use of LinkedIn ?

### **ESPC2 Conference**

Proposed second European Sustainable Phosphorus Conference: 5-6 March 2015, Berlin  
Subject to commitment and capacity of German Platform DPP

ESPP's actions

- Promote and 'sell' stand and posters
- Call for posters and poster selection
- Videos: testimonial and interviews on progress since ESPC1
- Support to DPP for programme content

## **Awareness raising**

Films/videos: subject to finding case-by-case additional funding for such projects

- Develop the series of "P-Facts" videos (following those realised at ESPC1)
  - agricultural wastes
  - P in our food
  - food safety
- New animation awareness video (SUSPHOS project)

## **Thematic conferences:**

### **- Danube region fertilisation**

### **- P supply security**

1) Danube/Black Sea sustainable nutrient intensification conference

- Pending decisions OCP, Fertilisers Europe, Borealis
- Objective early 2015

2) Workshop on supply security and cooperation with phosphate rock supply countries

- to be defined with Hague Centre for Strategic Studies (HCSS), EU Commission, UK global food security (Tim Benton)

## **International**

- support NAPPs (North America Phosphorus Partnership) launch May 2015, Washington
- contribute to preparation of Global Partnership for Nutrient Management project for action on phosphorus, in perspective of Sustainable Phosphorus Summit 2016 in China

## **Sectoral European Commission meetings**

Proposal that ESPP requests thematic meetings with sectoral EU Commission services to see how different aspects of phosphorus sustainability can be integrated into different EU policies, as follow-up of P in EU Critical Raw Materials list and of Commission's Sustainable Phosphorus Communication.

Objective = involve leading competent ESPP members/stakeholders for each theme/sector.

- Cooperation / Mediterranean (see above cf. supply security)
- Agriculture
- Water policy
- R&D
- Food/consumer safety
- Elemental P4 supply security

## **Communications, website, social media**

- Relaunch of website now possible as technical issues resolved (thankyou Maija Ravenscroft) and input of content can now be widely developed (FHNW Sirja Hukari), in particular "opportunities", members pages, making SCOPE Newsletter more proactive
- Redefine SCOPE Newsletter as a modern enews (support NWR)
- Identify partners who can regularly contribute content to SCOPE Newsletter and to website
- Continue Twitter
- Develop Facebook ? LinkedIn ? to enable networking, blogging ...
  - automatic linking (see Tweets -> website at present) to avoid duplication of effort
  - only effective if actively moderated
  - refer to ESPP website as principal information centre and communications focus
- Film : ESPC2 and Susphos (see under ESPC2)