

VICE PRESIDENT MEMBERSHIP 2021-2024

REPORT

Dear President and dear colleagues,

It is a great pleasure for me to serve BPW International as Vice President Membership.

For us, all members are the priority and the core of the organisation, which draws its strength from the training of its members and its tradition of seriousness and commitment.

BPW International represents women in business and decision-making now in 104 countries and five regions of the world.

We have always supported the enhancement of the human resources by promoting training and professional qualification.

Being aware of the great value of partnership, we have always promoted networking, knowing that it is a fundamental tool for growth and social development.

Our success is determined by the collegiality of the initiatives, from design to implementation, based on a full sharing of our activities; we can say that cooperation is the added value for BPW International, as clearly shown in our international theme.

In my opinion, BPW should be an association continually expanding in numbers and organisation. It has always listened to the "voice of the times" and adapted its activities to social needs. After 90 years, BPW International, thanks to its ability to interact in the reality of society in a complex and contradictory evolutionary period, continues to be the most important women's association with the largest membership.

In this first year and a half of the triennium I have worked according to my role and my duties (P.M. 2.3.2):

- to lead the activities in order to increase and retain membership together with the Membership Standing Committee
- to develop and provide membership information and campaigns
- to provide advice on membership problems, including development and retention strategies
- to encourage and support the formation of new Affiliate Clubs and Federations
- to publish an annual report on the membership status for its distribution to the International Board

I worked with the President and the Membership Standing Committee because it is very important to work with the whole team to realize our duties.

The members of the Standing Committee Membership are:

Chair

Dott. Giuseppina Seidita, Italia

Members

Ahumada Olga, Argentina

Cissé Fatou, Senegal

Mabonzo Prima, Canada

Otáñez Dolores, Ecuador

Pontone Mariane, Germany

Ranucoli Fior, Santo D.

Sabato Adriana, Italy

Volk Marion, Germany

Zainuddin Norhazlina, Malesia

I organised periodically some zoom meetings with them to carry out our set of activities.

In particular, we prepared a "Members satisfaction plan" to help our Presidents to manage their club and to give their members the opportunity to take active part in our BPWI.

We also prepared a project about violence against women and I put it in our website in the "BPW Projects".

Constantly I improved communication and answered the mail from our members or the other women to promote our Organization.

I encouraged and supported the formation of twentyone new clubs and one new Federation, particularly 2 clubs in BPW Latin America Region, 2 in BPW Europe Region, 9 in BPW Africa Region, 7 in BPW Asia Pacific Region.

The clubs founded in the triennium 2021-2024 are:

BPW BOGOTA' -COLOMBIA.

BPW SANTIAGO DE CHILE

BPW LA RELEVÉ – BURKINA FASO

BPW NOUNA KANU- BURKINA FASO
BPW CASCADES DEVELOPMENT-BURKINA FASO
BPW HAI REFRENDOM-SOUTH SUDAN
BPW KATOR –SOUTH SUDAN
BPW NEW JUBA-SOUTH SUDAN
BPW DURBAN-SOUTH AFRICA
BPW WOURI-CAMEROON
BPW MAPUTO, MOZAMBIQUE
BPW PRISHTINA, KOSOVO
BPW SARIYER ISTANBUL - TURKEY
BPW JASMIN, SIRYA
BPW JERUSALEM, PALESTINE
BPW ALMATY, KAZAKHISTAN
BPW DAVAO, PHILIPPINES
BPW NETWORK, MYANMAR,
BPW YANGON, MYANMAR
BPW MATRIX, MYANMAR
BPW NEW NAIROBI, KENYA

The two new Federations born in this triennium is BPW BURKINA FASO and BPW MYANMAR.

Now BPWInternational has Affiliates in 104 countries, particularly in 10 new ones:

COLOMBIA,
CHILE,
SOUTH SUDAN,
KAZAKHISTAN,
MOZAMBIQUE,
KOSOVO,
SYRIA,
PALESTINE,
MYANMAR,
MONGOLIA.

I prepared the form for the Affiliates' Annual Report 2021 with Patricia Maya, Membership Office Director, and sent it to all the Affiliates, asking to send it back properly filled in, as well as their Constitution.

We have thought of using these relationships as an advantage to further support the work of affiliates at the regional and national levels.

BPW International needs the Annual Report to ensure a systematic development of our organization.

I introduced my action plan for the triennium during the virtual Executive meeting in May 2021.

My action plan is based on four key words:

- LEADERSHIP
- EXPERIENCES
- OPPORTUNITIES
- MEMBERSHIP

From goals to results

<i>To increase the number of the members 5%</i>	<i>We increased the number of the members by 9,5 %</i>
<i>To promote the creation of new clubs 10%</i>	<i>We increased the number of the clubs by 20,9%</i>
<i>To promote the creation of new Federations</i>	<i>We founded two new Federations</i> BPW BURKINA FASO BPW MYANMAR
<i>To make an annual statistical evaluation of BPW's membership</i>	<i>All Affiliates are sending their annual reports to complete our evaluation</i>

In my field the most important topics are:

- to create interest in our Association and promoting membership by recruiting members;
- to make our organisation interesting and attractive;
- to create many opportunities for women around the world;
- to improve our visibility with awareness campaigns around the world and through our website with updated news and innovative activities;
- to be inclusive of Young BPWs and ensure they are integrated in our organisation;
- to promote partnership with other associations around the world as this is a very important strategy to ensure the success of our activities;
- to promote our human resources and members around the world and create very interesting opportunities for them;
- to promote innovation and projects to support the Federation and the clubs in the world and to promote our PILOT programme and our Directory;
- to promote the cooperation to carry out new actions, as our international theme suggests.

I am working according to our international theme, because the cooperation is the main tool to perform new actions.

I am also promoting the Directory, which is an innovative opportunity for our members.

It makes our professional competencies visible and promotes mutual exchange at the international association level.

The bpw.directory also shows the quality of BPW International members' skills to the outer world.

I took part in :

1. Global Summit of women 28 Oct 21 Lisbon Portugal
2. Africa Business AFRO ARAB Mediterranean Congress 8-9 Nov.21 Cairo Egypt
3. BPW Europe Regional Conference 27-29 May Reykjavik Iceland
4. Global Summit of Women 2022, 23-25 June Bangkok Thailand
5. BPW Africa Regional Conference 25-27 August 22 Arusha Tanzania
6. National Congress BPW Italy 24-25 September 22

Online meeting :

1. 4th zoom meetings Standing Committee Membership
2. Zoom meetings NGO CSW NY Zoom CONGO

3. Zoom meetings UNDP FairBiz
4. Zoom meetings UNESCO
5. Zoom meetings African Business Council
6. Zoom meetings Young BPWI
7. many more other meetings.

Executive Board Zoom meetings

2 Dec.21

15 June 22

4 Jan.22

7 July 22

4 March 22

11 April 22

These were good opportunities for me to present my reports on BPWI membership, meet other women and promote BPWI in the world.

I organized the Webinar : BPW International Membership

I hope my report is clear, detailed and complete.

Looking forward to meeting you soon,

I wish you all the best.

3rd October 2022

Dr.Giuseppina Seidita

Vice President Membership BPWI 2021-2024

Chair of Standing Committee Membership.