

Main Guidelines of the UIB – OBJECTIVES 2005

Document Board Meeting April 18, 2005, Paris

A. GENERAL OBJECTIVES

- **General check of the objectives of the UIB**
 1. **Organization**
 2. **Vocational training**
 3. **Marketing**
 4. **Social policy and economy**
 5. **Professional competitions**
 6. **Partnerships**
 7. **Information**
 8. **Financing: Definition of means and possibilities**

B. DETAILED OBJECTIVES

1. Organization

Analysis of the present organization

- o check of the organization
- o organization of the regions
- o members administration and care
- o acquisition of new members
- o objectives
- o assistance for the organization
- o financing
- o definition of the meeting intervals
- o financing of the activities

Task of the president

2. VOCATIONAL TRAINING

Support and development of (task of the commission):

2.1 Exchange system

Continuation of the international exchange system for the collaborators of the member countries

This systems works independently by the involved countries.

Objective: The member countries are urged to participate in this system and to guarantee the support of the exchange. Especially, the national responsible must be motivated to secure in their country the necessary publicity and information and to encourage the enterprises to participate.

2.2 Qualification system

The commission works on a new qualification system. It is difficult to reach an agreement. The board decided to continue this work and gave the corresponding order.

Basis of the further work are the requests of the International Professional Certificate.

April 2005 Paris Information about the rough draft
Fall 2005 Turkey Presentation of the detailed project

3. MARKETING

International marketing and publicity platform. Information source for activities in the individual countries. Ideas, coordination of special publicity activities.

Task of the commission

3.1 World Bread Day, October 16

Institutionalizing of the World Bread Day in all UIB countries

Coordination and synergies with the World Nutrition Day

Contacts to FAO, WHO, UNICEF, Red Cross, (Zidane), central by the UIB or regional by the member countries

Preparation and imparting of information about the World Bread Day

World poster by the UIB in German, French, Spanish, English

www.uib.org

3.2 Development of a marketing draft

What are we able to, what do we want, which means do we have, which means do we use for it?

4. ECONOMIC AND SOCIAL SITUATION

Overview about the economic and social components in the individual member countries

Acquisition of reference numbers and comparative figures

Overview about legislation, regulations and conditions

Information platform about the available numerical data

Task of the commission

5. PROFESSIONAL COMPETITIONS

Professional competitions are an excellent publicity platform for the bread. Innovation, creativity and motivation of professionals increase the name recognition of the bread in the population.

The UIB has the patronage about several competitions:

- annual Competition of Young Bakers
- Coupe d'Europe de la Boulangerie (European Cup of the Crafts Bakery)
- WorldSkills
- Other competitions like 'Coupe du Monde de la Boulangerie' are checked.

Development of the detailed projects of assistance: organization and responsibilities, terms of participation, support possibilities, financing, information and central news service

Task of the commission

6. PARTNERSHIPS

The working group Finances/partnerships has the aim to establish a closer cooperation with the subcontractors.

The work is done accordingly to decisions in Mexico:

What are the possible points of contact, which synergies can be used. It is especially also a question to safeguard the neutrality and the independence of the UIB.

Formation of a group of experts to deal with the health risks at bread

7. INFORMATION

Information is one of the main activities of the UIB: administration and offer of all available information for the members by the general secretariat

The activities concentrate to the :

- Internet platform www.uib.org
- spreading of the reference numbers
- support in organizational sectors
- exchange of information of the commissions

8. FINANCING OF THE ACTIVITIES

This is made on different levels:

1. dues: maintenance of the organization of the UIB
2. activities regarding projects, like the exchange systems: the participating countries finance this activity directly
3. supplementary receipts from the project 'Finances/partnerships'
4. income of the advertising banners

These objectives were established by president Emilio Madrid and the general secretariat in November 2004 and January 2005.

Madrid/Bern, March 2005 R. Nanzer