



INTERNATIONAL FEDERATION
FOR HOME ECONOMICS

ANNUAL REPORT 2009

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1. The IFHE President's Report

Dr. Geraldene HODELIN, Jamaica

1.1 Strategy Development

In 2009, for the first time in its more than 100-year history, the Annual Meeting of the International Federation for Home Economics took place outside Europe.

With the support of the Caribbean Association of Home Economists (CAHE), President Dr. Geraldene HODELIN invited to the Annual Meeting in Kingston, Jamaica, in March 2009 to develop a strategic plan. Under the guidance of external consultant Dr. Nancy GEORGE, over 70 members from 20 different countries joined in the effort.

For the first time the Federation devised a medium-term strategic plan for the IFHE. Since many interested African members could not come to Kingston for monetary reasons, a second strategy workshop was held in Swaziland in Africa where participants from 9 countries attended the workshop at regional level in the summer of 2009. The Caribbean meeting was attended by 30 participants from 10 countries and followed up by another workshop.

Taking as a basis the common vision for the IFHE, **“In 2014 the International Federation for Home Economics (IFHE) will be a dynamic global organisation recognised for its professional expertise, its advocacy and support for improvement in the quality of everyday life for all”**, concrete objectives and measures for their implementation were worked out in the IFHE Committees and panels of experts.

Intensifying the cooperation with the UN and its agencies (UNESCO, FAO, WHO, UNICEF) as well as with the European Council was adopted as a central target. The IFHE also wants to contribute tangibly to reaching the UN Millennium Goals (UN MDGs), boost its recognition worldwide, and increase its membership by conducting projects with Home Economics scientists and professionals.

The IFHE plans to support the UN MDGs:

- The IFHE will devise position papers on all of the UN MDGs, setting the agenda for committee work.
- The committees will set priorities for IFHE work relating to the UN MDGs for the next four years.
- To disseminate the latest scientific findings and to compile best practice examples, the IFHE will publish supplements on its most important fields of action, Home Economics, families, and sustainable consumer education.
- Project work to improve the quality of life and to reduce poverty and hunger will be intensified by way of cooperation with experts in science, education and Home Economics practice from different parts of the world.
- Information exchange concerning the needs and options for action of Home Economics science and Home Economics in support of the UN MGDs will be promoted through symposiums, conferences, workshops and congresses.

- The IFHE representatives at the UN and UN agencies will be supported in a timely manner in matters of content and expertise. Cooperation with other INGOs in the committees will be increased.
- All members are called upon to implement the IFHE's work in support of the UN MDGs accordingly on the national level.

1.2 IFHE Executive Committee Work

Besides the organisational tasks concerning the Federation, the Executive Committee agenda included the following plans in the period under review:

- Preparing the **Council Meeting 2010** in Sligo, Ireland, whose focus will be on the topic "Globalisation, Sustainability and Interculturalism". Following a plenary session during which renowned experts held three presentations, workshops created short presentations on various subjects, which were discussed afterwards. The committees for the evaluation of the abstracts submitted were appointed. The topic "Food Security and the Eradication of Poverty" was chosen for the central opening event. Marcela VILLARREAL, Director of the Gender, Equity and Rural Employment Division at FAO, could be won as keynote speaker. In addition, three IFHE members were invited to present their projects on food security from the fields of best practice, education and science.
- Drawing up and publishing the position statement for the World Summit on Food Security in October 2009, in which three IFHE Representatives were involved. They also delivered a statement at the NGOs conference. The position statement was published on the occasion of the World Summit on Food Security.
- In 2009 planning for the XXII. World Home Economics Congress in Melbourne, Australia, from 16 - 22 July 2012, began through work on the topic "Global Creativity and Innovation: Developing Capacities for Sustainable Futures", the conception of the plenary sessions and the programme, and PR work.

1.3 Publications

In the period under review the IFHE published two issues of the electronic ***International Journal of Home Economics, IJHE***, with scientific contributions from various fields of research. The *IJHE* is available to all IFHE Members on the Federation's website.

The quarterly **IFHE Newsletter** includes the latest news on activities performed by the federation on the global and regional level as well as special reports by individual members.

In the period under review two press releases were released, one concerning World Home Economics Day, the other on the occasion of World Children's Day.

To improve communication among members, a new membership database that may be used by all members was established.

The homepage was brought up to date.

All IFHE sections worldwide were called upon to participate in the survey carried out by the Think Tank Committee to support the rebranding process.

2. Activities in the IFHE Regions

2.1 Region of Africa

Two conferences took place in Africa in 2009. The second conference for members and interested Home Economics scientists and teachers from francophone African countries was held in Central Africa from 3 - 5 August 2009 under the title "Évoquer le passé et développer le future" (Conjuring up the past and developing the future). Over 100 participants from Central Africa, Cameroon, the Congo, and France came to Banqui.

Under the patronage of the education minister the conference was declared open by Zahibo JOSANE.

The conference objective was to analyse critically the situation of families in each attending country, to name problems, and to point out possible ways in which Home Economics and Home Economics Education can help to improve the quality of life of families in francophone African countries. There are many socioeconomic problems in the region and no vision on the local or international level of how to deal with and overcome them.

Reviewing the historical development of francophone Africa, it could be shown that supporting small businesses run by women is a valuable approach. Examples from different countries were presented.

Finally, a resolution was passed. Participants resolved to hold a francophone preliminary conference before IFHE regional conferences. Furthermore, it is of great importance to increase the representation of francophone countries in the IFHE, and especially to create an awareness of the immense problems of families in francophone countries. Information exchange within the IFHE must therefore be stepped up. The preliminary conference is set to take place in the Congo in 2011.

The 4th IFHE Regional Conference Africa, which convenes every other year, was held in Swaziland from 22 - 25 September under the title "Consumer Sciences beyond 100 Years: Empowering for the Digital World". IFHE President Dr. Geraldene HODELIN represented the IFHE, gave the keynote speech and ran a workshop to develop a strategic plan for the IFHE in Africa.

218 people from 13 African countries attended the conference, which was opened by the education minister. After the plenary session, 91 oral contributions from science and teaching as well as project work were presented. 16 poster presentations were given.

The presentations were assigned to 10 subjects:

- The Digital World: Aligning Programmes & Curriculum.
- Development in Food Science, Nutrition and Health.
- Developments in Textiles, Apparel Design.
- Development in Human Development: Families, Children, the Elderly and Households.
- Development in Teaching and Learning.
- Consumer Sciences and Emerging Challenges.
- Consumer Issues.
- Entrepreneurship.
- HIV/AIDS.
- Food Security.

Excursions rounded off the conference programme.

The conference was a great success. Attendants intend to increase their participation in the IFHE and hope to see Africa's cultural diversity as well as the financial challenges and organisational problems of African IFHE Members in attending IFHE meetings in Europe or other parts of the world acknowledged.

In the period under review an independent IFHE group was established in Egypt. The 5th African Regional Conference is set to take place in Zambia in 2011.

2.2 Region of the Americas

In the Region of the Americas a conference held by the Caribbean Association of Home Economists (CAHE) took place from 5 - 9 April 2009 under the title "Economic and Professional Consolidation for Sustainability in Home Economics".

A strategy workshop on planning for the future was held in Roseau, Dominican Republic, in November 2009. Following the motto of World Home Economics Day, CAHE started a competition in the areas "Food and Diet" and "Clothing and Textiles" in all regions of the Caribbean.

Canadian IFHE Members plan to host the IFHE Council Meeting in 2014. It is set to take place in London, Ontario.

In the United States activities for the IFHE Development Fund were expanded in the period under review. Handmade postcards with motives from the projects were sold successfully. At the moment three projects in the fields of education and development receive funding.

A climax in the US was the centenary celebration of the American Association of Family & Consumer Sciences (AAFCS) under the title "Celebrating the Past, Sustaining the Future".

Over 1.000 experts, students and interested professionals came to Knoxville, Tennessee. The subject "Sustainable Families – Fixed Meal Times" as well as the fields of families, consumer information/services and quality of life improvement were examined from different perspectives.

2.3 Region of Asia

On the occasion of the 15th Congress in Pune, India, the Asian Regional Association for Home Economics (ARAHE) celebrated its 25th anniversary from 11 - 15 December 2009. The event ran under the title “Social Improvement by Strengthening Individuals – a Home Economics Perspective”. The subject was discussed particularly in view of the challenges of the 21st century. 170 participants from 11 countries attended. Education was discussed as a basic requirement for social development. Knowledge in Home Economics is an important asset for the resource management in families’ everyday life and helps to bring about social improvements.

To intensify scientific exchange, an *International Academic Research Network* was founded. The network supports international research projects, joint applications for research grants, joint publications, and the exchange of data, knowledge, and skills.

The annual meeting of ARAHE under the title “Strengthening Home Economics for a Sustainable Social Development” was held in Thailand. 200 members came to Bangkok. It is the participants’ declared aim to encourage Home Economics scientists and professionals to develop their potentials in different directions and to establish networks that agree to form partnerships between experts and public as well as private companies.

2.4 Region of Europe

In the period under review the formation of a European Home Economics Federation advanced greatly. Standing rules for the federation were developed. The IFHE now has an additional representative at the Council of Europe. The work of the representatives at the institution was given a new direction.

The preparations for the Council Meeting 2010 in Sligo, which will include different committees and lectures, advanced.

A delegation of German IFHE Members visited a partner organisation in Tanzania, the Tanzania Home Economics Association (TAHEA), which manages various projects:

- Project “Sweet Potato” to achieve food security and eradicate poverty.
- Primary education for children.
- Foster parents for orphans of AIDS.

The longstanding cooperation between the German IFHE section and TAHEA was given a new accent by the foundation of a *Fund for TAHEA* in Germany. Besides the financial aid given to the school project, the TAHEA family care project for orphans of AIDS has also been receiving aid since 2009.

In the period under review a German student examined – under professional supervision – the nutritional supply of children in a school project. The collaboration with the University of Applied Sciences Osnabrück, Department of Home Economics and Nutrition Sciences will be continued.

2.5 Region of Pacific

In the Pacific Region, the priority lay in preparations for the IFHE World Congress 2012. Australia plays a leading role in the IFHE rebranding process. No regional conference took place in the period under review.

3. Reports from the Council and Programme Committees

Based on the results of the strategy workshop, the Council and Programme Committees renegotiated their aims and activities for the next three years.

3.1 Council Committee Research

The Research committee decided on the following objectives:

- Determining the differentiation and the responsibilities for the call for papers for the next congress.
- Promoting research in the field of Home Economics; developing methods and promoting interdisciplinary cooperation.
- Organising the presentation of research results at the next congress in 2012.
- Promoting the publication of an internationally recognised journal.
- Strengthening ties to initiate collaborations between researchers and developing possibilities for active cooperation within the IFHE, including the IFHE website (research partners, research grants).
- Review the criteria used to evaluate papers and calls for papers.

A plan of measures for the next few years was set up.

3.2 Council Committee Young Professionals Network (YPN)

In the period under review the YPN ran two workshops. One of them was held in Finland under the title "Consumers and Services". A Colloquium was held in Germany, where young scientists presented aspects of their research.

In view of the Council Meeting 2010 a workshop was organised, and initial concepts to strengthen the YPN were drafted.

3.3 Council Committee Project Assessment

In 2009 the Council Committee published the revised guidelines for IFHE projects, which now include a clear focus on the UN MDGs.

3.4 Programme Committee Consumers & Sustainable Development

The committee agreed to publish a second edition of the e-book “Global Sustainability Development”. The e-book is the result of collaboration between the Curriculum Development Unit/Department of Education and Science Ireland and the IFHE. A sequel is due to follow in 2010.

The terms of reference were revised under consideration of the UN MDGs.

Various recent developments in the fields of consumer information, consumer policy and EU subsidies for consumer education were discussed.

3.5 Programme Committee Food Security, Poverty and Policy

The committee was re-established in 2009. It works on possible aims and activities. Cooperation with the FAO should be deepened. A special opening event for the Council Meeting 2010 was planned.

The committee plans to support the cooperation between the German section and TAHEA in the future. It was resolved to promote this exemplary project as a best practice model to be imitated by other IFHE countries.

3.6 Programme Committee Home Economics Policies in Education and Training

Collecting material on Home Economics Education from all regions remains a priority in the committee. At present, material and information about curricula are available from these regions: Pacific, Asia, Americas, and Europe. The committee plans to have a common Home Economics curriculum ready at the next Annual Meeting in 2011. This ambitious project compiles basic knowledge describing competences which – according to committee members – it is important for all citizens of the world to have.

Web resources for useful teaching materials were compiled.

An updated plan of tasks for the coming years was devised for the meeting in Sligo, Ireland, in 2010.

3.7 Programme Committee International Business Group

The committee on international business will support the Home Economics rebranding process. Furthermore, the committee will encourage young entrepreneurs in the field of Home Economics and establish a website for this purpose.

One emphasis is on winning industrial partners in household technology and nutrition.

Congresses in particular should be used to collaborate with partners from the private sector.

3.8 Programme Committee Outreach to Central and Eastern European Countries

Committee members used two conferences in Central and Eastern Europe to establish ties with experts in Home Economics and Home Economics science. It is intended to extend new contacts through European projects in the future, and to make use of existing networks in the process.

3.9 Programme Committee Textiles and Design

In the period under review the committee organised an exhibition of extraordinary textiles and clothes to be shown at the Council Meeting and the IFHE Congress in 2012. To receive particularly exceptional textiles for the exhibitions, the calls must be published early.

3.10 Programme Committee Household Technology & Sustainability

In its first year the committee has created a comprehensive website featuring the latest research reports and information from different experts on the committee's focal subjects.

The internal exchange of information and experience takes place via the regular committee newsletter and the interactive website, which is frequented regularly by experts.

Moreover, in the period under review a call for papers for the subject-specific workshops to be held at the Council Meeting 2010 was published.

4. Cooperation of the IFHE with the UN Agencies

4.1 UN Institutions in New York/Vienna

The IFHE is represented by four members in NGO committees and at the United Nations in New York and Vienna.

The IFHE Representatives contribute to the following committees:

- NGO Committee on Family New York and Vienna.
A member of the administration has held the office of treasurer for nine years; she also took part in drawing up the statement.
- Working Group on Girls.
- NGO Committee on UNICEF.
- NGO Committee on Health.
- UNIFEM.
- Commission on Social Development.
- Commission on the Status of Women.
- Weekly DPINGO/NGO Briefings.

The IFHE took part in drawing up statements in several committees, e.g. the statement by NGOs in consultative status with ECOSOC on “Gender-Sensitive Medicine and Empowerment of Women”.

Two IFHE Members attended the DPINGO Conference 2009 in Paris. One member actively engaged in the work of the Planning Committee.

4.2 Cooperation with UNESCO

The IFHE Representative took part in the 132nd UNESCO Executive Board Conference in Paris and in the 35th General Conference. The main issues discussed were Africa and gender equality. The four parts of the programme were:

- Education, with the goal of education for all.
- Social sciences and humanities with a focus on climate change, eradication of HIV/AIDS as well as the 60th anniversary of the Declaration of Human Rights.
- Culture, with a focus on promoting the diversity of cultures, languages and the dialogue between cultures and peoples.

The IFHE Representative contributes to the following committees:

- Education for All.
- Fight Against Poverty.
- Dialogue of Cultures.
- Human Rights.
- Science and
- Ethics.

4.3 IFHE Cooperation with FAO

One main focus of IFHE work is on food security. In 2009, particular emphasis was put on drawing up a position statement for the World Summit on Food Security in November 2009. Three IFHE Representatives attended the conference; one representative presented a statement on the problem of hunger and nutritional supply at the NGO/CSO parallel forum. A restructuring of the Commission on Food Security, with the aim of improving the integration of INGOs, was set in motion. The IFHE has recommended three high-level experts for the High Level Panel of Experts on Food Security (HELP).

The IFHE Representative participated in the following meetings in Rome:

- Committee on Agriculture (CAG), April 2009.
- World Food Day and FAO Conference, November 2009.