



INTERNATIONAL FEDERATION
FOR HOME ECONOMICS

ANNUAL REPORT 2010

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1. Report by IFHE President Dr Geraldene B. HODELIN, Jamaica

1.1 Implementation of the Strategic Plan

During the period under review the International Federation for Home Economics (IFHE) focused the implementing its strategic plan. A revised version of the 2009 strategic plan was discussed and passed in 2010.

The IFHE strategy document includes the IFHE's goals, which are based on:

- The IFHE mission statement,
- The IFHE Position Paper on Home Economics (i.e. Home Economics science and fields of action for Home Economists) as well as
- The expert committee's work plans with regard to the United Nations Millennium Goals.

The committee sessions found that Home Economics science, Home Economics education and the different areas in which Home Economics play a role can in various ways contribute to reaching the United Nations Millennium Goals.

On the occasion of the Annual Meeting in Munich in February 2010 it was therefore decided that position papers on all UN Millennium Goals should be conceived and then discussed at the Council in July 2010. During the period under review all position papers were successfully drafted.

1.2 Initialisation of an IFHE Project

In the period under review the IFHE devised a concept for a model project.

Its subject is:

“Households and Families in Financial Difficulties – Devising an Interactive Advice Manual on Sustainable Improvements in Household and Family Management”. The project's goal is to provide a practical guide for households and families in precarious situations in the form of a compact brochure that is easy to understand and includes instructions and useful material. Using this guide should already after a short time lead to a sustained improvement of families' personal, economic, and social situation as well as health. It will moreover further their equal and self-determined participation in society. In addition, the guide will teach competences to prevent and cope with financial crises in private households.

1.3 IFHE Development Fund

Projects of the IFHE Development Fund are granted every four years, most recently in 2008. In 2010 these projects were continued. Current projects are:

- Building and cultivating a school garden on St. Thomas, US Virgin Islands,
- School equipment and school meals for AIDS orphans in Dago Village, Kenya,
- Construction and use of clean and energy-saving fireplaces in Kisumu, Kenya, as well as
- Construction and use of fireless cookers in South Africa.

As in the past 15 years, the Tanzania Home Economics Association (TAHEA) received funds from the German IFHE section for its project work. In 2010 the fund for AIDS orphans, which provides for AIDS orphans in villages following the example of the *SOS-Kinderdörfer* (Children's Villages), was also given financial support.

1.4 International Symposia

In 2010 an international symposium was held as part of the IFHE Annual Meeting in Munich, Germany, and the IFHE Council Meeting in Sligo, Ireland, respectively.

1.4.1 “Home Economics Beyond 100 Years: Empowering for the Digital World”

was the title of the symposium that took place in Munich in February 2010.

Prof. Dr Caja THIMM of University of Bonn discussed the rapid development of the media and their impact on family life and society. Digital media are ubiquitous and enable communication at any time and from any place, but they also allow for permanent availability and surveillance. The internet has developed into a medium that is made by people for people. The digital age requires everyone to acquire the competences to use the internet safely and sensibly.

Dr Donna PENDERGAST gave a presentation about the significance and use of new technologies at universities, in vocational training and at school. In developing countries women and girls often do not have access to digital media and thus miss out on the educational possibilities these media enable competences referring to this. It is therefore important to work especially in the interests of women and girls.

Dr Gerda CASIMIR of University of Wageningen, the Netherlands, explained different social aspects of the digital media that need to be examined critically from a socio-political point of view.

Along several examples members of the Young Professionals Network showed how new communication technologies can be used beneficially for educational purposes.

Prof. Dr Rainer STAMMINGER of University of Bonn pointed out how the use of digital appliances will change housework and resource management. In almost all areas of life digital technologies are used as facilitators. Especially the elderly and the handicapped should profit from technical advances.

The final discussion dealt with the question in what way digital communication technology can be put to good use in Home Economics and how the training of Home Economics professionals and Home Economics scientists has to change along with technology. The documentation of the symposium – including the recommendations drafted there – was published worldwide.

1.4.2 At the Council Meeting in Sligo, Ireland, an international symposium on “Visions 2020: Home Economics, Changing Perspectives in a Changing Environment”

was held.

Three aspects stood at the centre of the presentations and discussions: sustainability, globalisation, and intercultural understanding.

Prof. Martin CARAHER, UK, discussed the social, ecological and economic costs of the current food production system. He argued in favour of tighter regulation of global food markets to ensure adequate human and environmental health. Public health issues in particular need to be reconsidered regarding socially and environmentally relevant parameters. Home Economics can help by promoting food literacy among consumers.

Dr Dympna DEVINE, Ireland, presented on the importance for educators in contemporary society to embrace and consider the inclusion of students from various ethnic backgrounds in the classroom. Dr DEVINE outlined that Home Economists are particularly well placed to promote understanding and respect amongst students when studying diet, family, fashion and design, and social issues.

Dr Kate FLETCHER, Ireland, presented on the implications of the fashion industry on human well-being and the integrity of the natural world. The globalisation of the fashion industry deeply affects natural resources as well as the well-being of many people. Only by dealing with garments in a sustainable manner, can the social and ecological consequences of industrial textile production be met. Home Economics education and consumer information are at the centre of this effort.

The symposium's programme and findings were turned into a documentary and made available for participants from all over the world on the IFHE website.

1.5 Regular Work of the Federation

- In 2010 two issues of the scientific **E-Journal *International Journal of Home Economics*** and four IFHE Newsletters with reports on current work on all levels of the federation as well as cooperation with UN agencies were published.
- Based on the consequences of the earthquake in Haiti, a committee has devised a strategy in order for the federation to be able to support Home Economics organisations/associations and/or schools in developing countries in the event of a natural disaster so that they can resume their work as soon as possible. Under the motto "**Partnerships for Family & Consumer Sciences/Home Economics Disaster Assistance for Developing Countries**" the goal is to establish partnerships between organisations and associations with a Home Economics focus.
- At the Council Meeting in Sligo, Ireland, in July 2010, statutory tasks were discussed and resolutions passed accordingly.
- In keeping with the federation's rotation system, the Treasurer General and the designated IFHE President Elect for the period of 2010 - 2012 were elected.
Prof. Dr Elisabeth LEICHT-ECKARDT, Germany, was elected Treasurer General for the period of 2010 - 2014; Carol WARREN, Australia, was elected the IFHE President Elect for the period of 2010 - 2012.
- Two constitution changes were passed. The procedures for electing delegates at the national level as well as the procedures of committee work were stipulated in greater detail.

- The IFHE's budget for the years 2011 and 2012 was passed, including an increase in membership fees from the year 2012 on.
- Public Relations
The IFHE internet presence was updated.
The first announcement of the XXII. IFHE World Congress 2012 was published.
In 2010 six press releases were issued on the following topics:
 - Effects of migration on families on the occasion of the International Day of Families
 - IFHE Council Meeting 2010
"Visions 2020: Home Economics, Changing Perspectives in a Changing Environment"
 - Results of the Sligo Council Meeting
 - "United against Hunger" on the occasion of World Food Day 2010
 - International Day for the Eradication of Poverty 2010
 - "Dialogue and mutual understanding", contribution to the International Year of Youth/World Home Economics Day 2011.

2. Activities in the IFHE Regions

2.1 Region of Africa

The African delegates discussed compiling a book on nutrition and meal preparation, for which some first contributions were collected.

They devised a concept for the 5th African Regional Conference in Botswana in September 2011. The theme of the conference will be “The Family in a Changing World: Challenges and Opportunities”. The goals of the conference are:

- Exchange of information on the situation of families in African countries.
- Sensitising the public to the potentials of research on families and consumers.
- Examining the role of family and consumer research in stimulating technological, innovative and sustainable developments.
- Discussing the challenges facing families and finding sustainable solutions.
- Analysing the strengths and possibilities available to families on the regional and national level.
- Strengthening international networking.

Aspects covered at the conference will be: Quality of life, innovation, technology, entrepreneurship, gender, cultural differences and education.

In Nigeria an IFHE Member meeting took place on the national level. At the meeting discussions focused on current matters and on how to strengthen the network.

The South African Association of Family Ecology and Consumer Sciences (SAAFECs) prepared its 10th Annual Conference on the topic “Shaping a New Identity” for early 2011. There will be various seminars and workshops with participants from more than ten different countries.

The newly elected IFHE Vice-President and the IFHE EC Member for Africa took office in August.

2.2 Region of the Americas (North and South America)

The main objective of the work in the Americas Region was to strengthen the Young Professionals Network through workshops, seminars and by setting up a website.

It was discussed how the information on distance learning in the field of Home Economics could be spread more successfully. Interest in this kind of higher education is especially strong in the developing countries of Middle and South America.

The preparations for the organisation of the IFHE Council that is to take place in London, Ontario, Canada, in 2014 were taken up with the drafting of a concept.

The Caribbean IFHE Section prepared a conference on “**Home Economics: Solutions for Sustaining Family Life**”, which will take place in St. Vincent and the Grenadines in April 2011.

The Brazilian Association of Home Economics planned a conference on the theme of **“Work, Consumption and Gender in a Human Ecology Perspective”**. It is set to be held in September 2011 in Brazil.

In accordance with the IFHE’s constitution the newly elected Vice-President and IFHE EC Member for the Americas Region took office in August 2010.

2.3 Region of Asia

Most IFHE Members in Asia work together in the Asian Regional Association for Home Economics (ARAHE).

ARAHE’s new President is Dr Mohamed NAWAWI from Kuala Lumpur, Malaysia. In the period under review membership in the region rose.

The Asia Region also prepared a regional conference for the year 2011, the 16th such conference organised by ARAHE. The theme of the conference will be **“The Home Economists: Towards a More Sustainable, Commitment-Based and Family-Focused Perspective in Addressing Global Issues”**. The conference, hosted by the Philippine Home Economics Association, is scheduled to take place in Makati City from 25 - 29 July 2011.

The goals of the conference are:

- To point to the importance of Home Economics for national development as well as to the need for active and dynamic participation in meeting the challenges of families and households.
- To understand and to strengthen cultural heritage through research, professional exchange and networking.

Moreover, four issues of the *International Journal of ARAHE* were published in the Asia region.

2.4 Region of Europe

In 2010 members of the Region Europe decided to join forces by founding the European Association for Home Economics (EAHE), which, as a recognised Non-Governmental Organisation (NGO), will be able to work more efficiently on behalf of Home Economics and Home Economics science on the European level.

In accordance with IFHE statutes EAHE was given a structure that constitutes it as the regional branch of the IFHE in Europe. At an European Regional Meeting the constitution was discussed and approved. After a successful registration at the magistrates’ court in Bonn, Germany, EAHE intends to submit an application for accreditation at the European Union and the Council of Europe and then to become active in the relevant European networks.

The members of the Region of Europe passed a motion to award scholarships to allow two students to participate in the XXII. IFHE World Congress 2012 in Melbourne, Australia.

The guidelines on this matter were passed and an invitation for applications issued.

To increase networking within the EAHE, a platform for Home Economics experts was launched at the online network LinkedIn® and a discussion forum was set up on the IFHE Website.

EAHE members will cooperate to establish a European Master's Programme in Home Economics. The first steps to be taken towards such a programme of postgraduate studies were devised.

The EAHE supports the re-branding process the IFHE is currently undergoing.

2.5 Region Pacific

The XXII. IFHE World Congress 2012 will for the first time be held in the Pacific Region.

In the period under review the region's members prepared the structural foundations for the 2012 World Congress. Among them are setting up a website for the congress that includes an online system where abstracts of presentations can be uploaded; promoting the world congress through announcements at various conferences in the region; and inviting the main speakers.

Many members in the region are active in several committees.

Australia is in charge of the IFHE E-Journal and the IFHE project on the re-branding process.

3. Report on IFHE Committee Work

3.1 Think Tank

The IFHE Think Tank is in charge of a project on the IFHE re-branding process. The project was approved by the board and aims at a future-oriented promotion of Home Economics and Home Economics science. It is based on worldwide surveys among IFHE Members and Home Economics professionals with regard to their views on the future of Home Economics. The evaluation of the survey is conducted in cooperation with experts and will be published on the occasion of the XXII. IFHE World Congress in 2012.

3.2 Research Committee

As part of the Council Meeting 2010 the Research Committee organised several workshops on different topics. Following the “Call for Papers” 39 contributions were submitted.

The contributions were screened by the committee and turned into a workshop programme. The workshops were organised along topical lines, well prepared in terms of content and well-attended.

The Research Committee drafted the “Call for Papers” for the XXII. IFHE World Congress 2012 and supported the organising committee in developing a structure for the online system.

3.3 Young Professionals Network

The members of the Young Professionals Network decided to prepare a presentation for the XXII. IFHE World Congress 2012. All five regions will be represented.

3.4 Home Economics Policies in Education and Training Committee

The expert committee on education devised a questionnaire to assess current vocational training courses in the field of Home Economics at schools and universities as well as secondary school Home Economics curricula. The questionnaire was then published; first reports followed.

3.5 Textiles & Design Committee

The committee prepared the workshops and exhibitions it plans to present at the XXII. IFHE World Congress 2012. A “Call for Papers” was issued.

3.6 Outreach to Central and Eastern European Countries Committee

Committee members maintain diverse contacts to experts at universities and institutions in Eastern European countries. They work closely with other women’s organisations in Finland and other European countries. New contacts were established at a conference in Prague.

3.7 Expert Committee Household Technology & Sustainability

The expert committee took part in the international IFHE Symposium “Connected Homes and Appliances for New Services”.

The committee's website was expanded so that committee members have better access to information and more possibilities for discussion.

In July 2010 the expert committee organised a symposium. Its goal was to present recent research results, especially from the fields of dishwashing and food preparation.

As for dishwashing, the best methods worldwide (best practice) – manual as well as by machine – with regard to sustainability were established. These methods are now being spread through the IFHE and are pending endorsement by UNESCO, which could then recommend them.

In July 2010 the committee held several well-attended events to exchange information and share experiences. Great results were achieved and published in a special edition newsletter.

3.8 Consumers & Sustainable Development Committee

The Committee published a new edition of the E-Book "Global Sustainable Development: A Challenge for Consumer Citizens". Submitted contributions were reviewed and made available on the internet in e-book form.

Between 2008 and 2010 the first version of the e-book was viewed by 3,164 visitors from 124 countries. 2000 copies of the CD were distributed worldwide.

The committee plans to update the contributions for the 2012 World Congress.

4. Cooperation with United Nations and UN Agencies

The IFHE is accredited at the United Nations (UN) and several UN agencies. Represented by eight IFHE Members, the IFHE is active in various expert committees at the FAO, UNESCO, UNICEF and the networks of Non-Governmental Organisations (NGOs).

4.1 IFHE and UNESCO

In 2010 three IFHE Representatives participated in the following NGO committees: Education for All, Human Rights, Bioethics and Human Health, Cultural Diversity, Freshwater Reserves Management, Eradication of Poverty and Gender Equality. Important topics were:

- Culture and the role of culture for sustainable development and economic progress.
- Stronger commitment to cultural diversity.
- Bioethics and human health, social responsibility and understanding.
- Gender and climate change.
- Ethics in research and technology.

4.2 IFHE and FAO

In autumn 2009 the IFHE decided to restructure the cooperation of the accredited NGOs at the FAO.

The IFHE has actively participated in the discussions on restructuring. The IFHE representative in Rome is involved in the network of the NGOs' ad hoc group. The IFHE supported her work with official statements. The process of restructuring is not yet finished. Among other things the IFHE Representative focuses her work on the committee for food security.

A special highlight in the cooperation between IFHE and FAO was an international seminar on “**Food Security and Eradication of Poverty**” held at the IFHE Council Meeting in Sligo, Ireland, in July 2010.

At the Opening Ceremony Marcela VILLARREAL, Director Gender, Equity and Rural Employment at the FAO, Rome, spoke. She shed light on what lies behind the food crisis that has been unfolding since 2005. The share of people who go hungry has increased drastically because of bad harvests and high domestic food prices, low salaries and rising unemployment caused by the worldwide economic crisis. Under the auspices of the **IFHE Expert Committee for Food Security, Nutrition and Health**, three IFHE experts presented projects and measures in the field of Home Economics that directly contribute to improving food security through research and the promotion of networks to share experiences, through grassroots projects and, last but not least, through advancing education.

Following the presentations the IFHE Delegates discussed future possibilities for cooperation with the presenters.

4.3 IFHE and UN/NGO Expert Committees

Two IFHE Representatives in New York are involved in NGO activities and consultations at the UN Department of Public Information.

At the 63rd DPI/NGO Conference in Melbourne, Australia, the IFHE was represented by two members.

Four IFHE Representatives are active in the following NGO expert committees:

- NGO Committee on the Status of Women (New York and Vienna),
- NGO Committee on the Status of the Family (New York and Vienna),
- NGO Committee on Ageing (New York and Vienna),
- The CONGO (New York and Vienna) and
- NGO Committee on Girls (New York).

They assist in the process of drafting statements, support lobbying work and help organising conferences, i.e. drawing up programmes, selecting presenters and preparing the accompanying workshops and exhibitions.

The IFHE called on its members to do even more to support the UN Millennium Goals. To achieve this, statements on all of the eight UN Millennium Goals were formulated. Using background information and knowledge of developments in the field, the statements show in what ways Home Economics and Home Economics science can contribute to reaching the UN Millennium Goals. An intensification of this discussion and a presentation of the achievements of Home Economics and Home Economics science are planned for the XXII. IFHE World Congress 2012. The IFHE intends to invite UN representatives to join these sessions.