

BOARD MEMBER EXPECTATIONS



The following guide provides an overview of the role and obligations of WDO Board Members

OVERVIEW

BOARD OF DIRECTORS

The World Design Organization (WDO)[®] has a Board of Directors consisting of eleven elected representatives: the President, President-Elect and nine officers. The Managing Director participates as the non-voting, working director of the Board.

The President, President-Elect, Treasurer (appointed by the President from within the elected Board) and the Managing Director, comprise the Executive Committee.

Ultimately, the Board is a community of influencers who dedicate their time and expertise to sustain and develop the organization, promote innovative thinking on critical global issues, shape political and business agendas, raise public awareness and establish standards and good practices.

Each Board serves for approximately a two-year term and its services are in a voluntary capacity (i.e. honorary). Typically, Board Members should expect to commit 20 hours per month to service the organization for the duration of the term, which includes emails and online discussions, as well as the review of materials in preparation for meetings, in addition to attendance at all board meetings. Further information on the governance and role of the Board is provided in the WDO Board Governing Policy.

ELECTIONS

Elections for incoming President-Elect and Board Members take place at the biennial World Design Assembly, held at the close of each term. The slate is announced to the membership in advance of the Assembly. The results of the elections are announced prior to the closing of the Assembly.

All WDO Members, with the exception of Associate Members, are entitled to vote at the World Design Assembly.

BOARD MEETINGS

The Board typically meets a maximum of three times in person annually: the first board meeting of the term is held following the close of the World Design Assembly and the last, just prior to the opening of the following Assembly. Board meetings are held at international locations and are hosted by a WDO Member in the region. The meeting schedule is drafted early in the term to enable Board Members to plan their schedules; however, flexibility to move meetings to strengthen regional activities is appreciated. The meetings are held over two days in conjunction with regional events (e.g. World Design Talks[™] or World Design Capital[®]) to ensure interaction with our community around the world.

A detailed agenda package is provided in advance of each meeting with preparatory materials for the items for discussion.

During the 2019-2021 term, travel was prohibited due to the ongoing COVID-19 pandemic and the Board elected to meet virtually on a monthly basis for 3-hour meetings. A combination of virtual and in-person meetings is expected for the upcoming term.

CONFIDENTIALITY

Board Members are required to respect the privacy and sensitivity of the items discussed in internal communications and at board meetings. The signing of a non-disclosure agreement (NDA) is therefore mandatory for all Board Members.

YOUR ROLE

ATTEND MEETINGS

Attendance at all board meetings is a mandatory requirement. You will be expected to cover any travel and accommodation expenses incurred. You will be expected to arrive at each board meeting having read and understood the agenda package to be able to contribute meaningfully to the discussions.

CONTRIBUTE YOUR EXPERTISE

During discussions at board meetings you will have the opportunity to represent your field of expertise and the perspective of your geographical region. At each board meeting, you will present an update detailing developments you lead or contribute to support the term strategy. As such, you will engage in regular dialogue with the WDO Network, including members and regional advisors in your region to ensure you fully understand and represent their interests.

PARTICIPATE IN SUB-COMMITTEES

Your engagements and activations outside of the boardroom will greatly enhance the success of WDO's strategy. This includes developing internal policy, participating in sub-committees and working groups, and representing the organization to external communities.

REPRESENT WDO

You will receive many invitations to attend events around the world. When this happens, you will be expected to notify the WDO Secretariat and act appropriately as an ambassador of the organization. The WDO Secretariat will provide you with PowerPoint slides to support your presentation as required.

REPORT TO THE WORLD DESIGN ASSEMBLY

You may be asked to contribute to the biennial board report for the World Design Assembly at the end of your term.

Responsibilities

- Participate in the review of the organization's mission and objectives and help monitor the performance of the organization in relation to these
- Participate in the approval of the annual budget
- Establish, review and monitor operational policies
- Participate in the evaluation of the board itself (annual board self-evaluation)
- Attend the World Design Assembly
- Establish a community development target
- Identify potential funding partners
- Identify prospective board members and help recruit them

Qualifications

The following are considered key qualifications:

- Experience with strategic planning, industry engagement and advocacy
- Can contribute to regional development, member engagement and member development
- Have a vested interest in supporting WDO and its work
- Ability to work in English and listen to others' views, advocate their own, identify common interests and alternatives, and be open to compromise in the interest of the organization
- Experience working on a board or as a member of a board committee

PREPARING FOR THE ELECTION

Confirm candidacy

Once you have been nominated, you will be asked to confirm your availability and sign a confidentiality agreement.

Submit profile

The Secretariat will request that each candidate, once confirmed, build a profile to support his or her candidacy. The profiles will then be shared with the membership in advance of the World Design Assembly.

1. High resolution portrait photo
2. High resolution video clip of no more than one minute in duration (see Board Nominee Video Guidelines)
3. Background information, including name, WDO Member Organization, languages (spoken, written or understood), education, professional experience, present occupation
4. Statement of intent (200 words): Explain how you can contribute to the organization's mission of engaging the world design community and collaborating with likeminded groups to identify and co-create opportunities for industrial design to contribute to the solution economy and the achievement of the United Nations Sustainable Development Goals (SDGs).

Canvas for support

Although elections take place at the World Design Assembly, the process of canvassing for votes starts much earlier. Candidates are encouraged to use the online member directory to connect with other WDO Members and gain support for their candidacy.

1. Log in to the members' area of the WDO website and visit the member directory to identify potential supporters
2. Connect with regional WDO Members to share news of your nomination, e.g., at regional design events
3. Reach out to the wider network of WDO Members by communicating what you intend to accomplish on the board if elected

FURTHER INFORMATION

GET TO KNOW WDO

The WDO website (www.wdo.org) contains a wealth of information about the organization, its projects, and the activities of the international industrial design community. You can also keep informed of WDO's activities by subscribing to the organization's free *World Design News* newsletter, and *Member Minute*, exclusively for members.

Further reading

There are also many important resources available through the members' area of WDO.org to help prepare you for your role:

- WDO Constitution and By-laws
- WDO Board Governing Policy
- Event planning tools
- Board meeting summaries
- Audited financial reports

Eligibility for re-election

In preparation for the World Design Assembly at the end of your term, you will be invited to confirm if you are available to run for re-election for a second term. However, you may not serve more than two consecutive terms on the Board without a lapse of one term, unless elected as President-elect.

Becoming a regional advisor

As your term on the Board comes to an end, you will be invited to become an official WDO Regional Advisor. Upon accepting this role, you will continue to provide support and advice to WDO on items of relevance in your region.

Contact

For further questions, please contact the Secretariat:

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