

Minutes of the General Assembly Fall 2025

November 5, 2025

Participants in the General Assembly

1. Carsten Rodin Hansen
2. Christian Gregart
3. Rehné Bramlev Vokstrup
4. Søren Henssel-Rasmussen
5. Sofia Poulsen
6. Michella Svane
7. Rikke Hollænder
8. Lilian Nielsen
9. Aldo Salazar
10. Jørgen Mathiasen
11. Lærke K. Taidal
12. Anders Morten
13. Trine M. Didriksen
14. Karen Margrethe Larsen
15. Lene Rask Pedersen
16. Nanna Jochumsen
17. Jakob Kronik
18. Jørgen Skytte Jensen
19. Nanna Alstrup Mürer
20. Gabriel Nyrop-Larsen
21. Jens Holm Kanstrup
22. Jakob Ryding
23. Anne Mette Barfoed
24. Brian Strudstrup
25. Esbern Friis Hansen
26. Leda
27. Peter

11 present in person, and 16 present online.

Agenda

1. Election of chairperson and recorder
2. Presentation of the board's proposals for objectives and work programme for the upcoming year
3. Presentation of the board's proposed budget for the upcoming year
4. Determination of membership fees for individual and collective membership
5. Submitted proposals
6. Any other business

1) Election of Chair and Recorder

- Jørgen Skytte was elected as chair.
- Gabriel Nyrop-Larsen was elected as recorder.

Introduction round, including presentation of the new board member.

- The election of chair and recorder was approved.
- The General Assembly was lawfully convened and in accordance with the statutes.

2) Presentation of the Board's Objectives and Work Programme for the Coming Year

Presentation of the organisation's strategy for 2026, including the board's report on the process.

Question: What is the organisation's more specific strategy for Denmark to engage volunteers and attract more members?

- It was explained that the work to increase membership and engage volunteers is a central part of the organisation's development. FoW (Forests of the World) will continue its current strategy, as a high number of members provides legitimacy, strength, and increased income, which makes the association more robust. A focused and digital effort to recruit members has proven effective, and commercial marketing is also being

used to communicate the organisation's work more broadly and convert activities into visible public impact. This is also a focus area for the board.

Question: How will FoW clarify the role of active members in the upcoming strategy?

- The strategy is still under development, and a balance is deliberately sought between setting overall strategic frameworks and avoiding overly detailed tactical initiatives. It was noted that greater clarity in this area is needed. Volunteer involvement is considered in three tracks: 1) as a think-and knowledge-bank where members contribute professional expertise, particularly regarding Danish nature; 2) through participation in the association's outreach activities, such as Naturmødet, where volunteers make a significant impact; and 3) as specialised volunteering, where members offer advice and support in specific professional fields such as PR and campaigns.

It was emphasised that it is important to be clear about volunteer engagement, and that regular meetings with volunteers are held to strengthen dialogue.

Question: How is the work with Danish nature prioritised compared with the international work?

- FoW currently has a significant focus on Danish nature through the implementation of the tripartite agreement and wild forest nature within the 100,000 hectares of untouched forest. This development is largely a result of the organisation's targeted advocacy, which has also had a substantial influence on the new biodiversity law, both directly and via the 92-Group. Furthermore, a forthcoming professional book on wild forests and climate is expected to have political and societal impact.

It was concluded that FoW today has at least as much influence on Danish nature policy as it did 10–15 years ago, with a deliberate focus on political and regulatory work.

Question: How will FoW strengthen volunteer engagement and create better coherence between work in the South and activities in Denmark?

- The strategy marks a natural transition and aims to ensure a more coherent process throughout the organisation. Work is being done to engage volunteers in a way that strengthens the community without compromising other parts of the organisation.
- The association has evolved from a grassroots organisation into a professional and popular actor operating in a broader arena with more partners and higher expectations.
- The board wishes to clarify FoW's role nationally and internationally, with increased policy focus on Danish nature and allocated resources for this work.
- An action plan for volunteering will be prepared in 2026, and funds have been allocated to involve external experts in the process.
- The contact person for volunteers is Nanna Jochumsen.
- Work is also underway to strengthen the link between efforts in the North and South so that activities in Denmark and abroad become better integrated.
- It was acknowledged that the role of volunteers has changed, but there is great potential to develop new forms of engagement, particularly in collaboration with FoW's hubs and staff in the South.
- The concern among some members regarding a lack of clarity about the role of volunteers was noted as an important focus area going forward.

Work Programme for 2026: Presentation by Co-General Secretary Jacob Kronik

Question: How will communication be managed in the future now that Skov og Folk is being discontinued?

- FoW will continue to ensure high quality and professionalism in digital articles. There will be both in-depth and more complex pieces as well as visual and easily accessible formats so that as many people as possible can engage and gain insight into FoW's work.

Question: Are there plans to hire more communications staff in connection with the restructuring of the secretariat?

- No additional communications staff will be hired, but one position will be replaced with a new profile focusing on corporate partnerships. Since Skov og Folk is closing, the previous staff function is no longer required, and the

new role will instead strengthen cooperation with external partners, which also includes outward-facing communication.

3) Presentation of the Board's Budget Proposal for the Coming Year

Presentation of the budget proposal by Interim Head of Finance, Luis Vigenberg Andersen.

Question: Has FoW had higher expenses for financial certificates?

- The costs of financial certificates are listed under project transfers and correspond to the same amount as previously in relation to revenue from forest certificates. However, they may appear as a smaller percentage in the accounts because the overall budget has grown.

Presentation of the financial development by Interim Head of Finance, Luis Vigenberg Andersen.

Question: Why does FoW have limited opportunities to use funds for, for example, Danish nature, and how can the organisation secure more unrestricted funds?

- Project funds are largely tied to specific purposes, including hours and transfers, and therefore cannot be freely used for other activities. Unrestricted funds, such as income from private donations, memberships, and the webshop, provide greater flexibility but are more costly to raise. The average membership donation is approximately DKK 750 per year, and many also contribute through the purchase of forest certificates and products in the webshop. Efforts to increase unrestricted funds are therefore a central focus area to create more flexibility in the finances.

Question: What are the funds used for fundraising specifically spent on?

- Expenses cover, among other things, the necessary IT systems to manage the association's approximately 6,500 members. Funds are used for advertising and telemarketing as part of recruitment and retention efforts, where members are contacted to ask if they wish to contribute further. In addition, investments are made in an advanced and targeted email system used to communicate with both new and existing supporters. Part of the expenses also goes to the communications department, whose task is to

convey why members' contributions make a difference and thereby strengthen engagement and retention.

Question: What is the distribution between expenses and income for the webshop and communications?

- The webshop has an expense ratio of about 50 %, including inventory and shipping, which corresponds to the level of other activities. A significant portion of expenses is dedicated to maintaining and strengthening the organisation's visibility and public awareness, as engagement among members and the public requires continuous activity. FoW has a relatively modest communications budget compared to similar organisations, which will also be the case in 2026.

4) Determination of Membership Fees for Individual and Collective Members

The Secretariat proposes maintaining the current membership fee of DKK 350 per year. The association will continue to ensure that it remains economically accessible to be a member.

- Question: Will FoW abolish the option of manual payments?
The option to pay via giro card has been discontinued, as this solution is time-consuming and costly. Members can still make manual payments via bank transfer. Assistance is available if needed.

It was thus decided to continue with DKK 350 as the annual membership fee.

5) Proposals Received

No proposals were submitted, and therefore no votes could be held at this General Assembly.

6) Any Other Business

Evaluation of the hybrid format of the General Assembly:

- Over the past year and a half, FoW has tested a hybrid format for the General Assembly, separating the formal and the social elements. Thus,

both a formal General Assembly and an association weekend with professional and social content are held.

- Experience shows that it can be difficult to attract participants to the association weekend despite a good programme. The most recent weekend had to be cancelled due to low attendance.
- After this General Assembly, a questionnaire will be sent out so that members can provide their assessment of the format. The responses will form the basis for the board's decision on the future format.
- There was a wish expressed that General Assemblies should be held physically again, as many miss the personal interaction that previously took place once or twice a year.
- Engagement and enthusiasm require physical presence, and low participation may partly be due to limited visibility and communication about events.
- Technical improvements were suggested, including switching from Zoom to Microsoft Teams, as well as making meetings shorter and starting earlier.
- Several members requested a format allowing participants from across the country to see and interact with each other, not only in Copenhagen. The presentations from different parts of FoW's work were praised.
- The online format can seem dry and impersonal, whereas physical meetings create better contact and community.
- It was suggested to hold at least one physical meeting per year to strengthen the sense of association.
- At the same time, it was pointed out that the hybrid format allows members who cannot attend physically due to distance to still participate digitally.
- There was agreement that questionnaires alone are not sufficient for evaluation. A follow-up meeting with the board and the secretariat was proposed for a deeper discussion of the format.
- It was emphasised that the purpose of the questionnaire is precisely to collect input so that future decisions can be made based on members' needs, and that members can always send feedback directly via email.

Question: Must the new strategy be adopted at a General Assembly, and will it become more concrete or remain at an overall level?

- The strategy will be adjusted based on the input received during the General Assembly. The strategy does not need to be formally adopted by the General Assembly, as such a decision would require convening a new meeting in case of changes. Instead, the strategy is approved by the board, which is standard practice in Danish organisations.

Closing

Thank you for your commitment to the forests. We are not just an organisation but a movement driven by people. Let us enter 2026 with courage, hope, and determination.