



# Quarterly Progress Report (QPR) Q1 2019

### Marketing Overview

It is a pleasure to share an opportunity to have reviewed the marketing overview to increase sales and other opportunities. It includes several key areas and across the following analysis of a product's location and strategy, the strategy of marketing that has to do with the product for advertising and marketing.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+525.82	+11.9	+103.01	+2307.76	+165.88
Health & Medical	-13.8	-82.84	-128.14	-226.86	-13.8
Art Supply	-52.84	+652.87	+12.84	+236.74	-82.84
Auto & Baby	+838.00	+1707.71	+12.84	+12.84	+12.84
Watches wear	-125.00	-228.00	+2307.71	+12.84	+12.84
Furniture	+167.74	+103.01	-13.8	+12.84	+12.84
Food/Beverage	+236.74	+12.84	+12.84	+12.84	+12.84



# QPR Q1 2019

A. IFRF Ltd matters

**B. Strategy and Governance**

C. Membership

**D. Research and Training**

E. Events and Communications

**F. Resources**



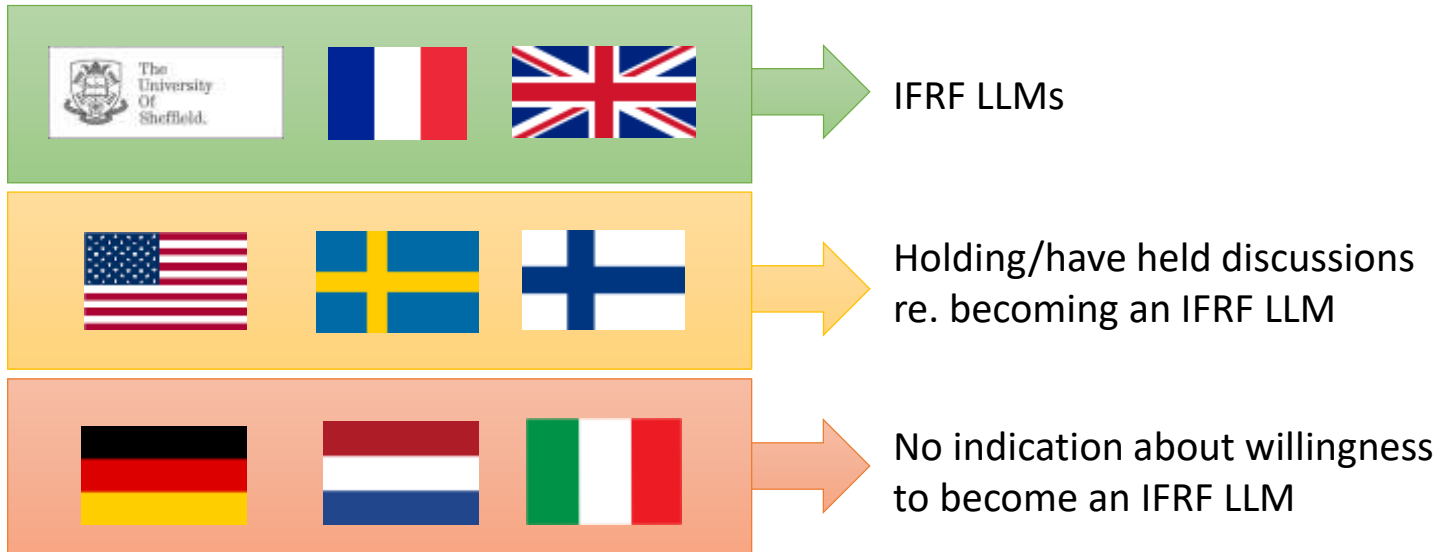


# A. IFRF Ltd matters (1/1): Overview

#	Goal	Year	Who	SitRep
A1	Increase Limited Liability Members from 3 to 5 in total (by end-2021)	2021	PS	3 LLMs
A2	Co-locate and embed IFRF within 'PACT2' initiative (by end-2021)	2021	PS (GenS)	BEIS funding approved

#	KPI	TGT at 2019	SitRep
1	Limited Liability Members (total)	4	3

## Limited Liability Members (LLMs):



## PACT2:



~£7m ERDF and UoS funding secured (2018)



£7m BEIS (UK Gov) funding secured (Feb 2019)



Awaiting confirmation on ERDF 2<sup>nd</sup> tranche of funding (~£7m - April 2019)



## B. Strategy and Governance (1/2): Overview

#	Goal	Year	Who	SitRep
B1	Update mission, values and vision statements (early-2019)	2019	PS	<b>Completed</b> – circulated to Council, ExCo, NCs and members
B2	Address 'SoR role' on Council (2019)	2019	PS	Agenda item for CL(2019)01
B3	Revise 'Co-opted Specialist' responsibilities on Council and recruit appropriately (2019)	2019	PS	Karen Finney recruited; others TBD CL(2019)01
B4	Confirm 'additional Council member' to serve on ExCo (early-2019)	2019	PS	<b>Completed</b> - CB confirmed
B5	Build a 3-month operational reserve (by end-2021); spend surpluses on research activity	2021	PS (LS)	Budget and Financial plans agreed by ExCo
B6	Try to establish a more consistent NC membership fees structure (2019)	2019	PS (LS)	Agenda item for CL(2019)01

#	KPI	TGT at 2019	SitRep
2	Operational reserve (by end-2021)	-	Budget and Financial plans agreed by ExCo



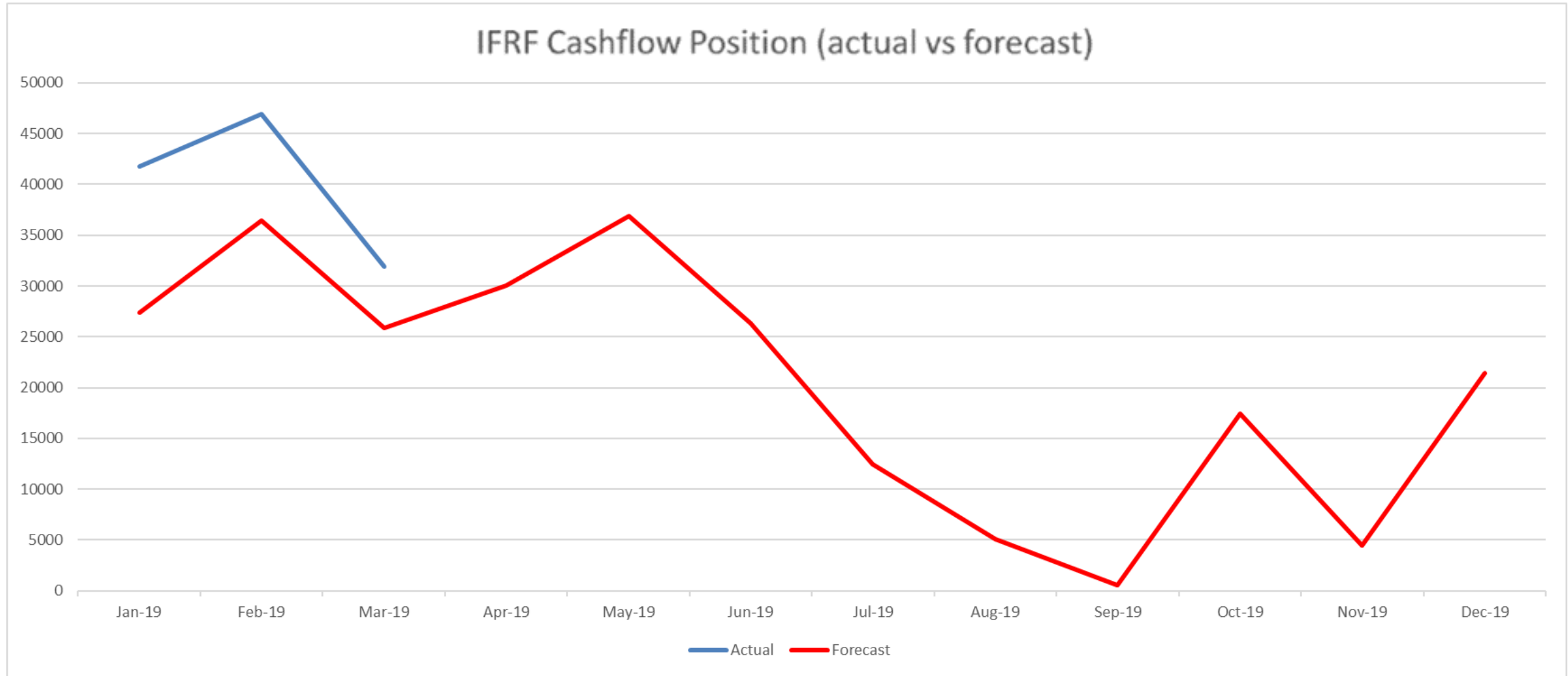
**Virtual ExCo meeting held**  
Friday 25<sup>th</sup> January 2019  
Six attendees (100%)



**Strategic Review (SR) & Three Year Plan (TYP)**  
Amended by Council (December 2018);  
Approved by ExCo in January



## B. Strategy and Governance (2/2): Cashflow





## C. Membership (1/4): Overview

#	Goal	Year	Who	SitRep
C1	Establish China NC (2019)	2019	PS	Discussions held with YY; PS to visit China
C2	Re-establish Japan NC, if possible (by end-2021)	2021	PS	No progress
C3	Develop AMG esprit de corps and use as vehicle for growth in other Asian countries	2019	LS (PS)	No progress
C4	Maintain/grow existing NCs (inc. Italy)	2019	PS	PS attended CI event
C5	Investigate opportunity for core group in Poland and Belgium to form NC (2019)	2019	PS	Discussions held at EC(2019)01
C6	Consider MEA and C&SAM for growth; reactive to opportunities in other regions	2019	PS	No progress

#	KPI	TGT at 2019	SitRep
3	National Committees (total)	9	8
4	Organisational members (total)	130	121 orgs; 9 individuals

- Events and Communications regarding NCs covered in section E
- PS attended CI event in Pisa, IT; January 2019



## C. Membership (2/4): NC Breakdown

### AFRC

- 2019 fees paid December 2018
- 21 organisations; 5 individuals

### BFRC

- Clarification on 2019 fees outstanding
- 8 organisations

### CF

- 2019 fees due October 2019
- 19 organisations

### CI

- 2018 fees paid March 2019
- 2019 fees due December 2019
- 10 organisations

### DVV

- 2019 fees paid February 2019
- 23 organisations

### FFRC

- 2019 fees due May 2019
- 13 organisations

### NVV

- 2019 fees paid December 2018
- 4 organisations

### SFRC

- 2019 fees agreed and invoice issued
- 9 organisations

### AMG

- Invoices issued January 2019
- 71% of AMG members have paid
- 14 organisations; 4 individuals
- CFRC - Reviewing legislation regarding setting up the NC



## C. Membership (3/4): Member Breakdown

121 member organisations

- 1 up from Q4 2018
- Down 5 from Q1 2018

Includes:

- Large industry = 47
- Small industry = 28
- Academia = 45

9 individual members

- Same as Q4 2018
- Down 1 from Q1 2018







## C. Membership (4/4): Member Enquiries

### Type of enquiries:

- Archive papers
- Website logons
- Networking contacts
- Document requests
- Plasma burners
- MNM subscribers
- Logo request

### 0 Library requests\*:

\*Down 1 from Q4 2018





## D. Research and Training: Overview (1/2)

#	Goal	Year	Who	SitRep
D1	Expand network of Preferred Research Partners and establish MoUs (inc. in China)	2019	PS	Discussions with GWI and DB. Fives? ZJU?
D2	Establish 'mini-projects' initially with UK universities (2019)	2019	PS	3 EngD projects established. JD's concept?
D3	Seek opportunities for collaborative R&D projects and react to partnership requests	2019	PS	Promoted H2020 2019 Calls in MNM
D4	Co-develop and deliver two pilot training courses (with partners) in 2019-2020	2019	PS (LS)	Ideas to CL(2019)01
D5	Develop and deliver one web-based training course in 2019	2019	PS (LS)	Ideas to CL(2019)01
D6	Establish support mechanism with UK Centre for Doctoral Training	2019	PS	<b>Completed</b> - industrial partner of CDT from 1/4/19.
D7	Maintain referral and commission arrangement with Green Flames Technology re. probes	2019	LS	One probes request sent to GFT

#	KPI	TGT at 2019	SitRep
5	Preferred Research Partners (total)	3	1
6	Collaborative research projects involving members (total)	1	0
7	Training courses delivered within year (real/virtual)	1	0

- Industrial Combustion Journal addressed in section E



## D. Research and Training: Training Proposals (2/2)



### Physical Training

- Safety of combustion
- Operating pilot-scale rigs



### Virtual Training

- Combustion masterclass



**Ideas to be discussed at CL(2019)01**



# E. Events and Communications: Overview (1/2)

#	Goal	Year	Who	SitRep
E1	Develop and deliver 'IFRF 2021' conference (2021) – location to be decided	2021	LS (PS)	No progress; Host country?
E2	Co-develop and deliver (with NCs) one TOTeM per year (2019-2021)	2019	LS (PS)	TOTeM (with CI) being developed for 10/2019
E3	Support all NCs to deliver Flame Days/Symposia type events annually (inc. China NC)	2019	LS (PS)	Support provided to FFRC for NFD2019 and AFRC for AFRC2019
E4	Develop and deliver one specialised 'Roundtable Workshop' (by end-2021)	2021	LS (PS)	No progress
E5	Establish two Specialised Networking Gps. (2019-2020); each to hold two webinars/yr.	2019	PS (LS)	No progress
E6	Continue to develop IFRF website as the hub for digital delivery of IFRF's services	2019	LS (ESP)	Website amendments and improvements ongoing; CRM functionality tested
E7	Co-develop and deliver any 'daughter' website/pages requested by any NC	2019	LS (ESP)	NC pages updated; NFD2019 page created and updated
E8	Find emailing solution for comms with Chinese members and NC (2019)	2019	LS	Initial solution found
E9	Maintain bi-monthly 'MNM' e-newsletters (i.e. 26/yr.); maintain freshness and balance	2019	LS (PS)	6 MNMs in Q1; refresh options to CL(2019)01
E10	Further develop social media activity: Twitter (maintain); LinkedIn WeChat YouTube (grow)	2019	LS (PS)	Social media activity update
E11	Review 'Industrial Combustion' online journal; revise Editorial Board and processes (2019)	2019	PS (LS+GenS)	No progress



## E. Events and Communications: Overview (2/2)

#	Goal	Year	Who	SitRep
E12	Overhaul and update the online 'Combustion Handbook' (2019-2020)	2019	LS (PS)	No progress
E13	Maintain publication of 'IFRF Annual Reports'	2019	LS (PS+Pres)	AR2018 (draft) to CL(2019)01
E14	Close-out '#IFRFAt70' PR campaign; launch roll-out of IFRF 3-Year Plan	2019	LS (PS)	<b>Completed</b> - #IFRFAt70 publication issued and closed; TYP shared via MNM
E15	Cooperate/co-market with at least three combustion R&D related orgs.	2021	LS	Agreement reached with 9 other (non-IFRF) UK organisations to cooperate; Joint event scheduled for 7/10/2019 in London, UK
E16	Produce updated standard IFRF brochures (e-publish); restock promotional gifts (2019)	2019	LS (PS)	Restocked gifts; business cards updated and reprinted; brochures update in Q2

#	KPI	TGT at 2019	SitRep
8	IFRF Conference delivered	0	0
9	TOTeMs delivered	1	0
10	National Flame Days/Symposia supported	2	2
11	Specialised Networking Groups (SNGs) established and holding webinar meetings (total)	1	0
12	MNMs published	26	6
13	Industrial Combustion journal papers published	6	0



## E. Events and Communications: Events (1/3)

### Potential future TOTeM topics for 2019:

- **TOTeM46 being developed with CI (Italy) for October 2019: Energy-from-Waste (thermal processes, advanced thermal processes & biological processes relevant to IFRF)**
  - Topic generated from MNM series on EfW
- **Scaling of R&D rigs – drop?**
  - Topic generated from Nordic Flame Day 2017
- **AFRC and APIs work on standards for process heaters and flares**
  - Topic generated from AFRC Symposium 2017
  - People keen on TOTeM outside of Europe
- **Hydrogen and ammonia as energy vectors – impact on combustion**
  - Topic generated from TOTeM45





# E. Events and Communications: Events (2/3)

## NC breakdown

### AFRC

AFRC 2019 Industrial Combustion Symposium on 9<sup>th</sup>-11<sup>th</sup> September in Hawaii; Call for Papers shared via MNM

### BFRC

Joint event under development with related UK organisations for October

### CF

Joint meeting to be held with the GFC (French Section of the Combustion Institute)

### CI

General Meeting held in Pisa on 30<sup>th</sup> January – PS attended

### DVV

IFRF invited to present at the Annual Meeting in Stuttgart on 14<sup>th</sup> November

### FFRC

Nordic Flame Days 2019 to be held on 28<sup>th</sup>-29<sup>th</sup> August in Turku; Registration via IFRF website; Call for Papers shared via MNM

### NVV

Spring meeting held on 29<sup>th</sup> March; COMBURA Symposium to be held in October

### SFRC

Nordic Flame Days 2019 to be held on 28<sup>th</sup>-29<sup>th</sup> August in Turku; Registration via IFRF website; Call for Papers shared via MNM

### AMG

Chinese Flame Research Committee to be launched in Q2 – PS to attend



## E. Events and Communications: Events (3/3)

### Other meetings attended by IFRF

- Visit to PACT; Sheffield, UK (LS)
- Finance update meeting with SUEL; Sheffield, UK (LS)
- Website meeting with ESP; Sheffield, UK (LS)
- Teleconference calls with three EngD students (PS)
- CDT winter school; PS speaker and leader of group exercise; Sheffield, UK (PS)



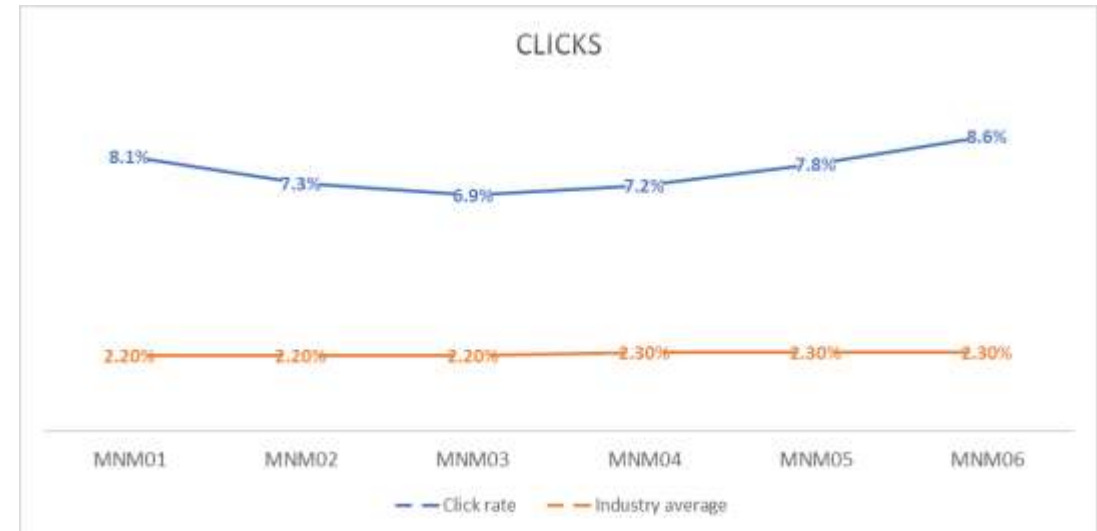




# E. Events and Communications: Comms (1/11)

## MNM - Monday Night Mail (1/2)

6 MNMs published in Q1





# E. Events and Communications: Comms (2/11)

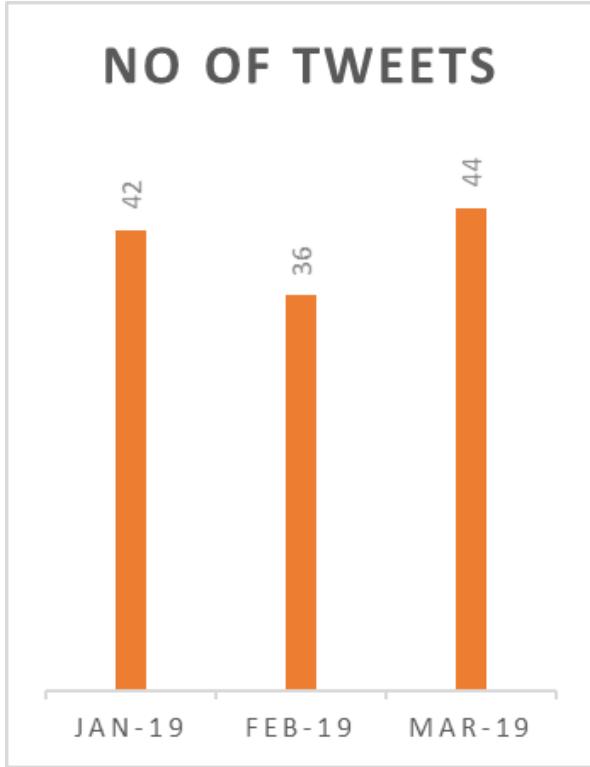
## MNM - Monday Night Mail (2/2)

Issue	1 <sup>st</sup> Most read article	2 <sup>nd</sup> Most read article	3 <sup>rd</sup> Most read article
MNM01	Professor János M Beér (1923-2018)	The BECCS effect	Claims CCS is an “extremely improbable solution” difficult to justify
MNM02	Hydrogen: the heart of the matter	RJM International announces new business wins	Financial Times identifies energy trends for 2019
MNM03	Professor Gérard de Soete (1928-2019)	IFRF’s Comitato Italiano hosts combustion seminar in Pisa	German Coal Commission recommends closure of all coal-fired plants by 2038
MNM04	Select-a-vector: will hydrogen win the race?	NASA and Met Office news indicates accelerating climate change	Centre for Resilient Decarbonised Fuel Energy Systems
MNM05	Ammonia – an emerging marine fuel?	BP Energy Outlook published for 2019	IFRF supports three students at UK Centre for Doctoral Training
MNM06	Hydrogen and combustion: big challenge, big chance	Sulzer helps turn carbon emissions into biofuels at ArcelorMittal’s Gent steelworks	EC’s strategy for a ‘climate-neutral’ Europe by 2050

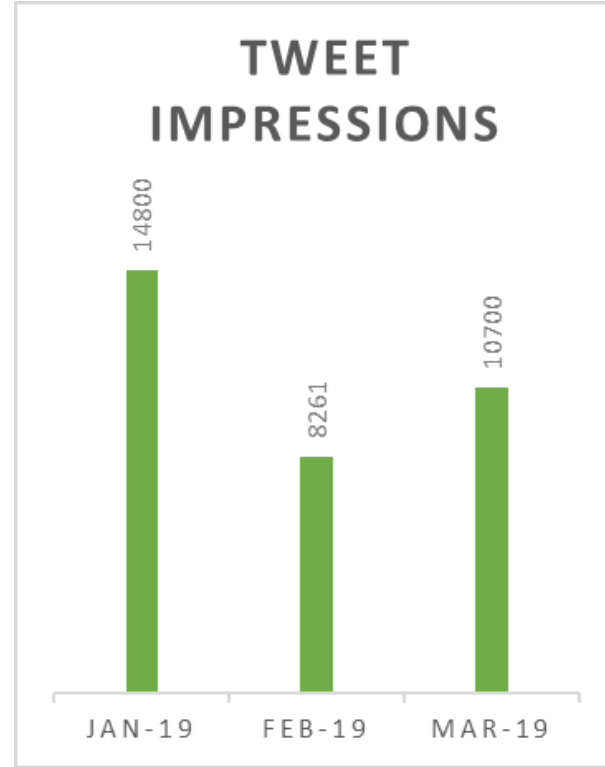


# E. Events and Communications: Comms (3/11)

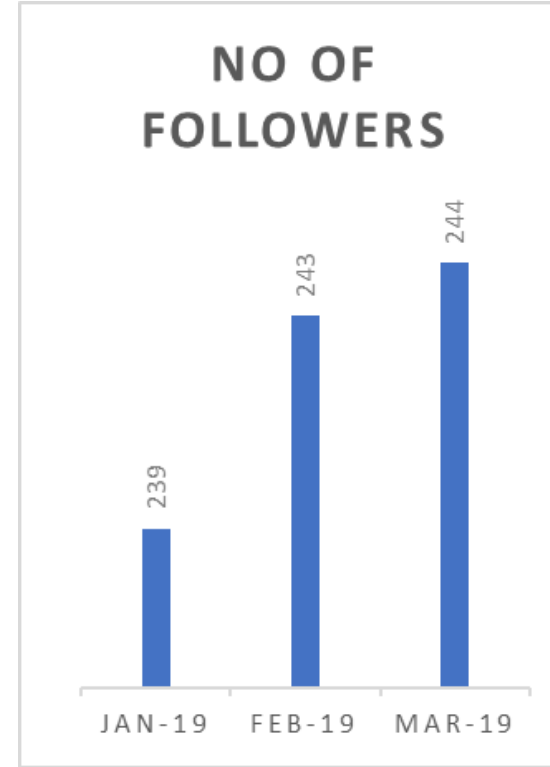
## Social media (1/4)



TGT = 40 per month



TGT = 10,000 per month  
Impressions = reach of tweets



No TGT set



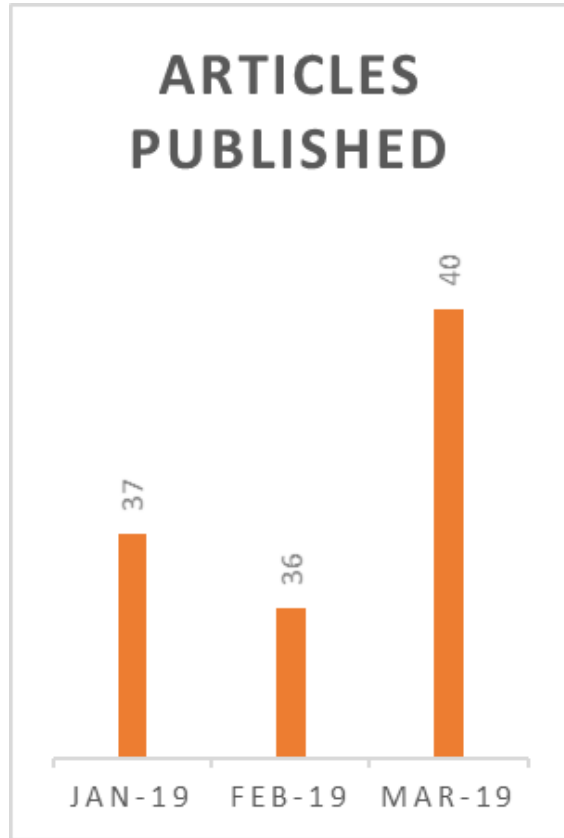
TGT = 1% per month  
Rate of an engagement with a tweet (i.e. a retweet) against the number of impressions



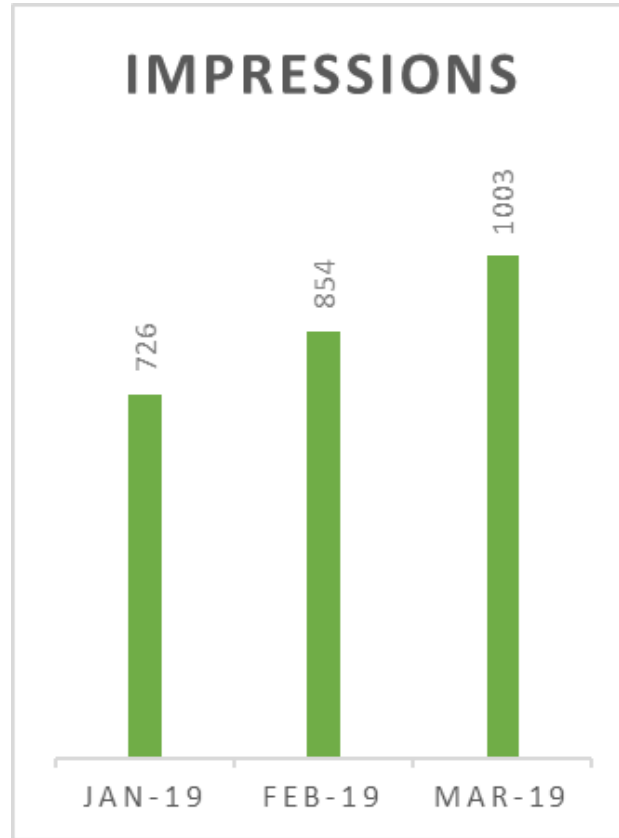
# E. Events and Communications: Comms (4/11)

## Social media (2/4)

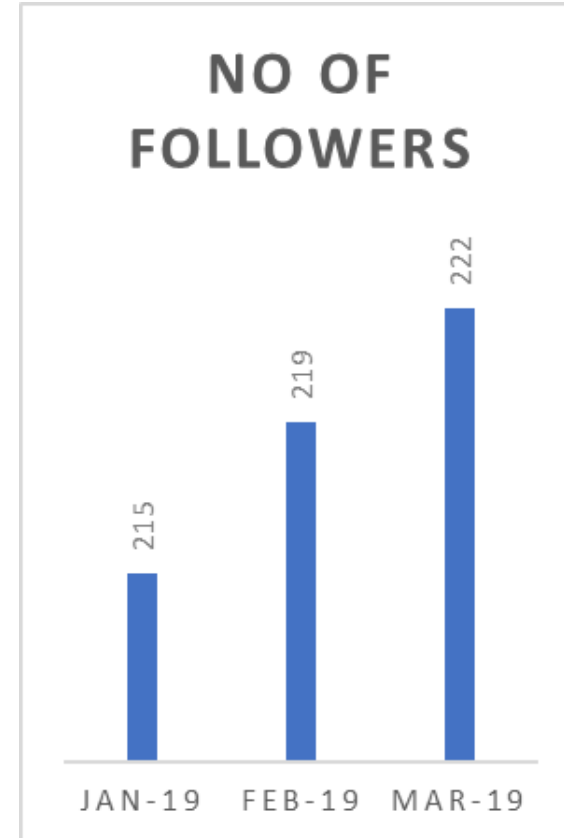
## LinkedIn Company page



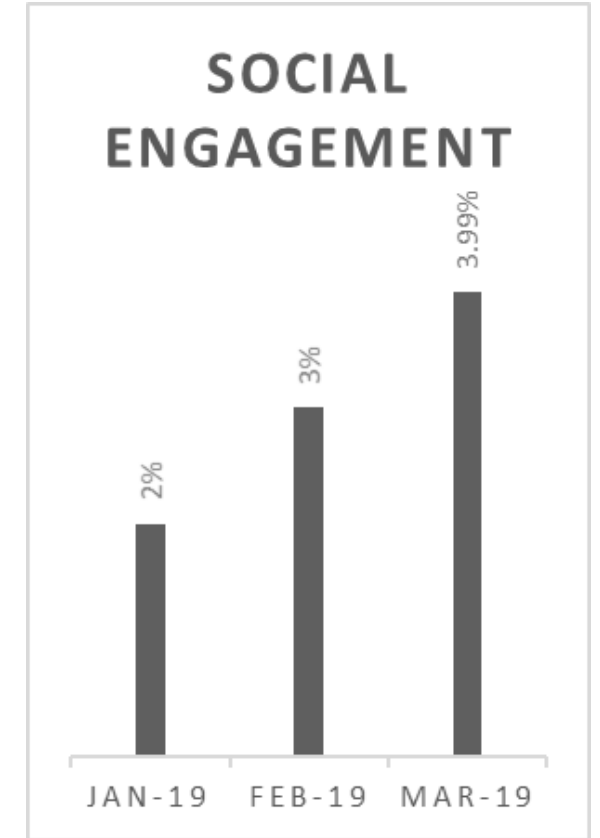
TGT = 40 per month



TGT = 1,000 per month



No TGT set



TGT = 1% per month



## E. Events and Communications: (5/11)

Social media (3/4)

LinkedIn Group



Number of group conversations = 20

(-1 from last quarter)



Number of group comments = 0

(-1 from last quarter)



Number of group likes = 17

(+1 from last quarter)



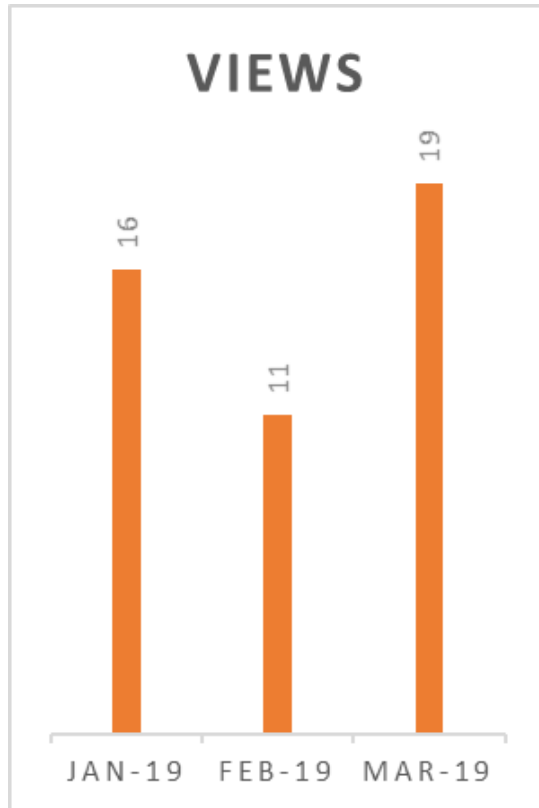
Number of group members = 609

(+24 from last quarter)

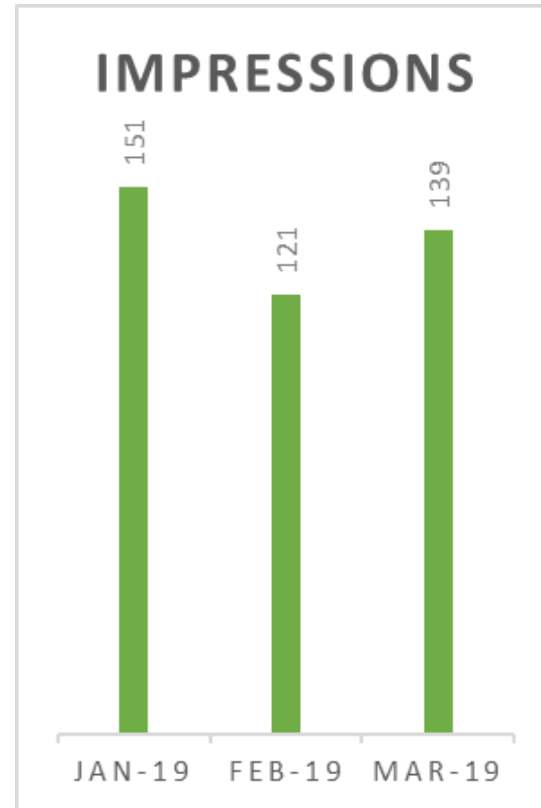


# E. Events and Communications: Comms (6/11)

## Social media (4/4)



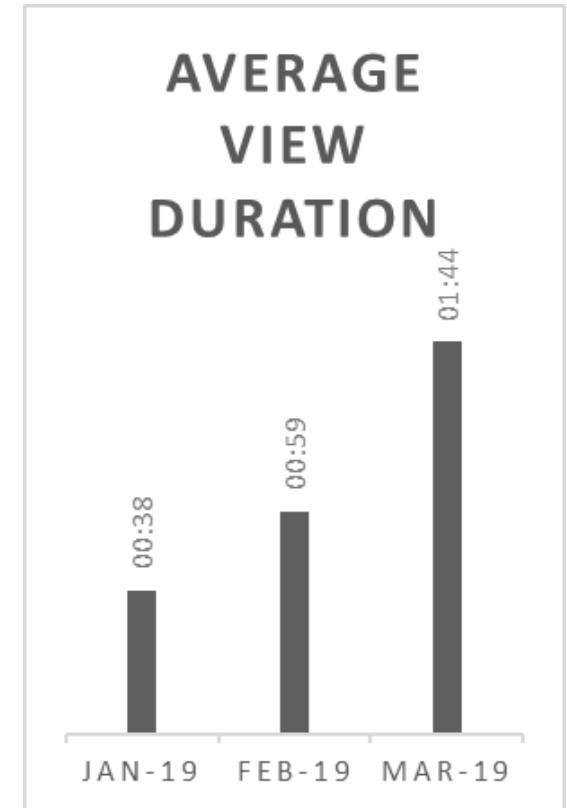
TGT = 15 per month



TGT = 100 per month



No TGT set

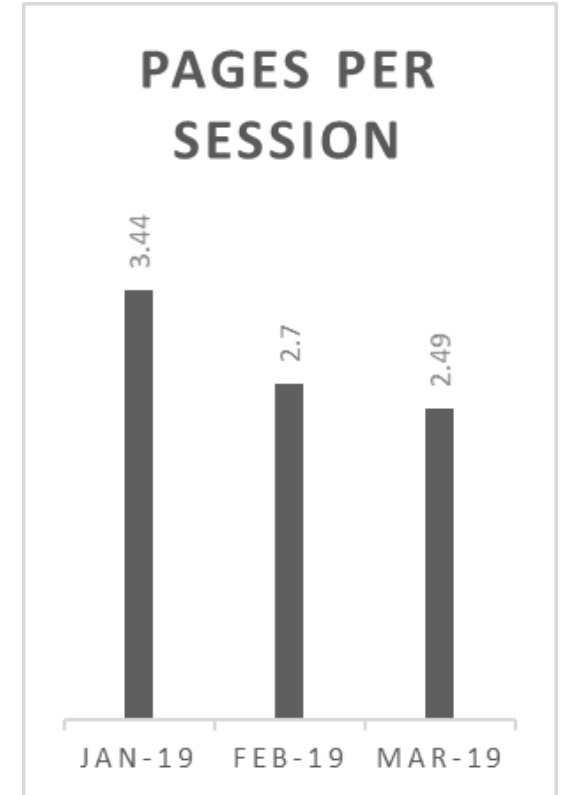
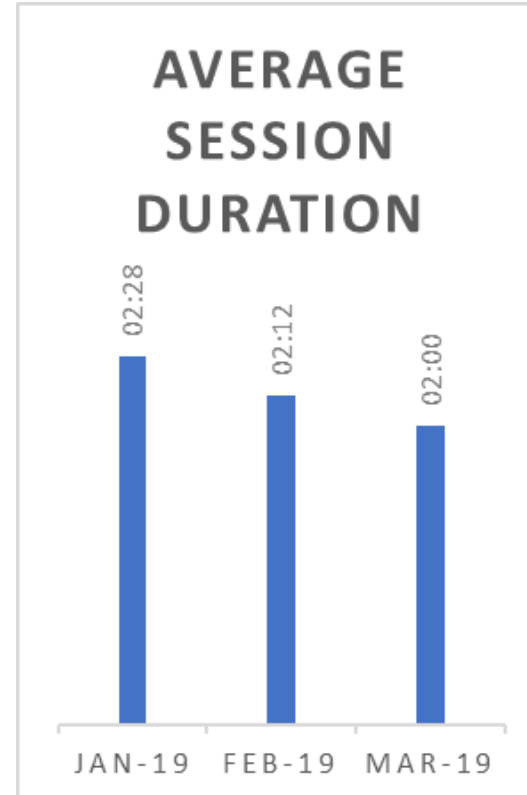
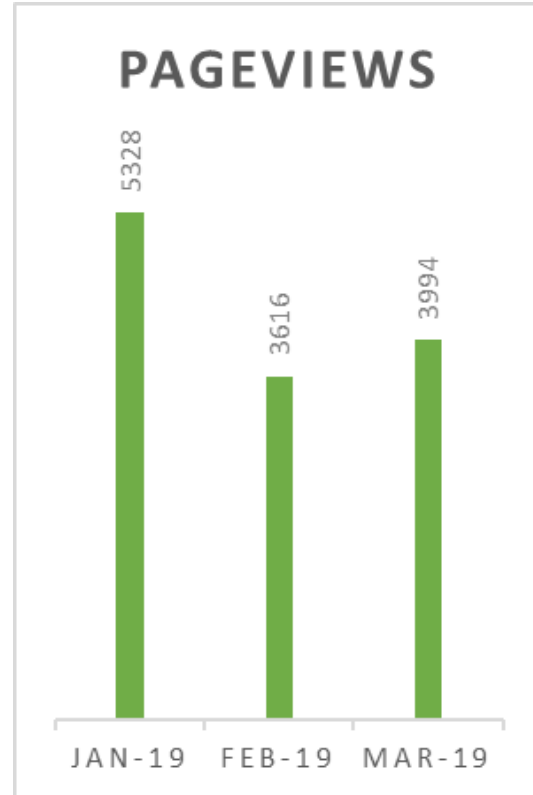
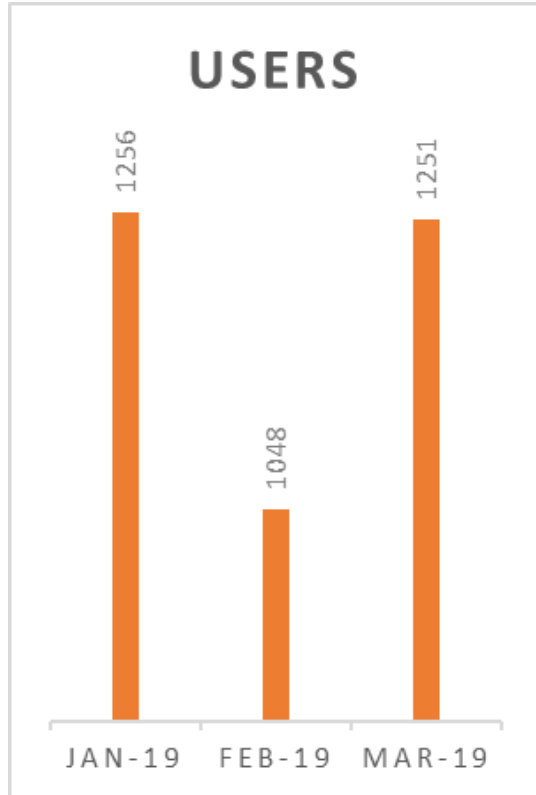


TGT = 1:00 per month



# E. Events and Communications: Comms (7/11)

## Website (1/3):





# E. Events and Communications: Comms (8/11)

## Website (2/3): Users by country

Country	Jan-19	Feb-19	Mar-19
Canada	41	14	59
China	21	16	26
Finland	39	61	69
France	86	49	92
Germany	74	74	79
India	43	35	34
Italy	93	47	52
Netherlands	47	41	39
Sweden	35	55	68
UK	131	130	154
USA	318	214	254

## Views by pages

Page	Jan-19	Feb-19	Mar-19
Home	577	397	381
Research	227	144	138
News and Blogs	156	106	131
IFRF Blog: Prof Janos Beer Obituary	123	19	15
IFRF Blog: Select-a-vector	0	110	31
IFRF Blog: Green and blue hydrogen	0	75	96
IFRF Blog: Hydrogen + combustion	0	0	119
IFRF Blog: Ammonia	0	0	112
EVENT: Nordic Flame Days 2019	118	224	412
Members	104	59	103
About	97	65	67
IFRF Archive	92	43	28
Events	90	65	96
European Facilities Database	5	65	2
Contact us	65	21	32
<b>TOTAL</b>	<b>1654</b>	<b>1374</b>	<b>1735</b>





## E. Events and Communications: Comms (9/11)

### Website (3/3): Functionality

- Paper outlining website bugs submitted to ESP for review and fixing
- Regular physical and telephone meetings held with ESP
- CRM piloted on test site ready for implementation on main site





# E. Events and Communications: Comms (10/11)

## Marketing (1/1):

- Promotional materials restocked including IFRF pens, badges, bags and gifts



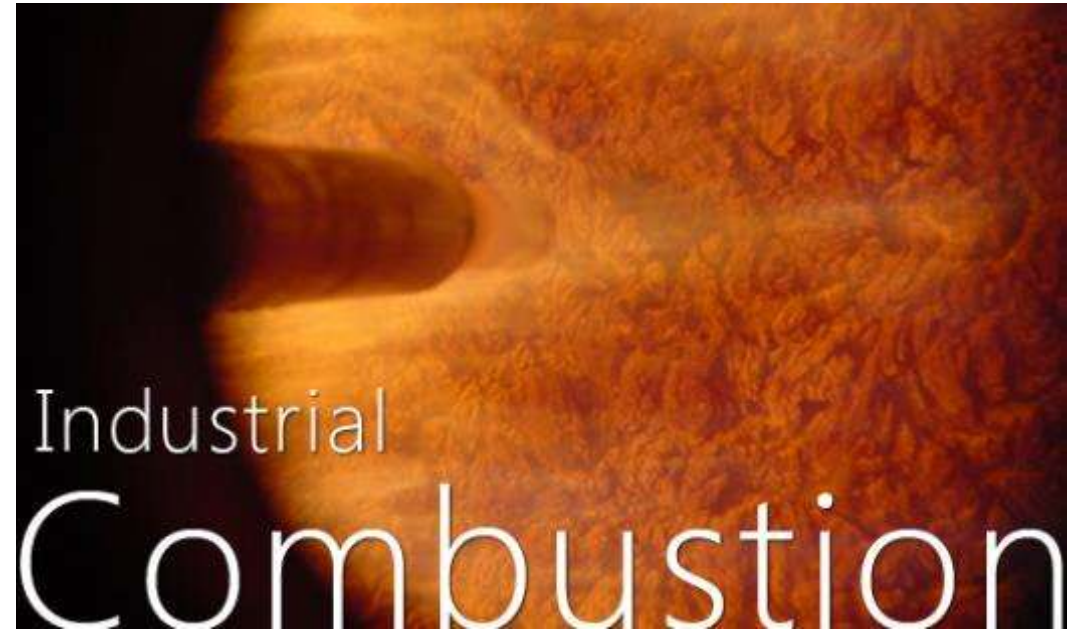


## E. Events and Communications: Comms (11/11)

### Industrial Combustion Journal (1/1):

**0 papers published in Q1 (year to date = 0)**

- Two papers submitted for review in Q1
- Review of Industrial Combustion Journal process required





## F. Resources

#	Goal	Year	Who	SitRep
F1	Contract Exec Dir for 96 days/yr. (2019) at affordable dayrate (fixed for three years) – annual	2019	GenS	2019 contract with GenS for approval
F2	Increase Lucy Straker’s employment from 90% FTE to full-time w.e.f. 1/1/2019	2019	PS	<b>Completed</b>
F3	Maintain current level of effort from Patrick Lavery; negotiate CIN rate annually	2019	PS (PL)	2019 contract in place
F4	Contract other ad hoc support on project/item basis as needed, costs borne by project/item	2019	PS	No_Barriers and wd design contracted on ad-hoc basis
F5	Increase T&S budget to £15k/yr. as affordable [to £10k/yr. as appropriate]; maintain all other overhead budget lines	2019	LS	£10k/yr. T&S put into 2019 budget

- Patrick Lavery’s 2019 contract has been re-negotiated
- Philip Sharman’s 2019 contract drafted and under review from General Secretary