

Uniting and Inspiring People through Conscious Breathing

IBF Taskforce: IBF- UN (WBDay project)

Leader: Veronique Batter

Members: Geert, Brigitte, Rabia, Marie-Therese, Manal, Nevsah

General summary: What happened last year in your group? Overview of your actions/activities.

Workgroup started out from the IBF-UN group, to promote the World Breathing Day and see how to get this day recognised in the UN international days calendar. Veronique volunteered to lead it, Geert and Brigitte were included to represent the ET and IBF-UN respectively. Rabia was in the WBD work we initiated in 2016. Nevsah, Marie-Therese and Manal were asked to join as we felt they had important experience related to UN or similar official international organism.

The activities were centered into two parts:

- 1- the promotion of the 11 of April - first year we have our WBD on this new date.
- 2- investigate the possibility to get the WBD recognised by the UN

We knew the better the WBD is known everywhere, the better we have a change to get the day approved by the UN. So both were linked.

1- for the WBD itself

- we created specific official logo and text translated in 16 different languages thanks to our NRs
- we created a form to have people registering their activities. Some activities were around the 11 of April. We had more than 45 activity in 19 countries. feedback showed that people appreciated the material furnished, and used it to spread the word through several social media networks. IBF opened a twitter account.
- Marie-Therese boosted a post with 10\$ for 24h with interesting (+900 likes on Instagram and + 3000 on Facebook). Easy way to reach a lot of people.

2- for the resolution

- through Rabia, Marie-Therese and Nevsah, we got the information/support needed to clarify the procedure. We appreciated the support from Myra (directly working with the UN and Kunal that will probably help us more starting from now.
- Nevsah met two ambassadors in the UN - NYC. - The resolution has to be presented by an ambassador to the UN council. The last meeting (End of May) was probably very clarifying. Even though the Kajakstan Ambassador would support us later on, it became clear that rushing into making a resolution is no longer the priority. reasons are: 1- UN has their plate full with extremely urgent situations 2- they do not support more days in the calendar. The bottom line is: "until everybody knows about conscious breathing, the importance of the breath and the WBD in particular, it would be a waste of time to present a resolution.

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So next year will be centered in new actions:

- promotion and record concrete activities (workshop and conferences) in institutions (NGOs, UN, and other agencies). And it all merge with supporting the initiatives of spreading concrete actions in schools, trauma recovery population, businesses, etc.

What did you do to attract new individual members and to have more organisational memberships? How did you do this? Any best practices to share?

We created a core team of 6 persons to conduct the project (making decisions, strategies to follow, etc). Then we spread the word in all IBF members and team. I believe after having been within other workgroups that a good efficient team need to stay "small". We had a very good equal contribution from everyone. Everyone being a leader of the project. It was a pleasure to conduct the team.

Do you have any suggestions for the IBF as an Organisation?

Just practical suggestions: budgeting marketing - create a platform where people can register their activities and it is directly presented in a nice display for anyone to see.

How can IBF serve you in a better way in your IBF Officer Role or as a Group?

It was good to have a member of the ET present in the team. We felt supported totally adequately.

Does this team (team members) still want to take up their current IBF role for the next year? If not, who do you propose as your replacement?

Have to check

What are your objectives for the next year?

- Boost/marketing and concrete activities to spread the importance of the breath in meetings, other NGOs and online platforms
- Participate and make contact with other organisations that we can support and in line with SDGs (like clean air etc...)
- Progress with twitter and other marketing strategies, paid campaigns (press release, boosting post on social networks etc. for the WBD)
- We will stop the part of "intending creating a resolution". We will work from the bottom up.

Personal note:

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I really enjoyed the enthusiasm, the support, the commitment and the expertise of the member of our team. Our project is more than just the World Breathing Day. We need all joined forces in IBF to spread the power of breath in many different context and communities and maybe it's time to open new doors.

Personal note from each member:

“The purpose of the IBF is to promote a heart-centred approach to breathwork, its theory and practice, for the expansion of consciousness and for personal and global transformation.”

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