



PUBLISH WHAT
YOU PAY

PWYP GOVERNING BODY MEETING

14:00 GMT – 15:00 GMT, 22 April 2025, online via Zoom

Attendees

PWYP Board Members

Carlo Monge (CM) Chair
Jana Morgan (JM)
Matteo Pellegrini (MP)
Saswati Swetlena, (SS) GC/Board Liaison
Sihem Bouazza (SB) Board member
Susan Hazledine (SH) Treasurer
Victoria Ibezim-Ohaeri (VO) Board member

Global Council

Aida Gamboa (AG) Peru (Latin America)
Fuad Hasanov (FH) Azerbaijan (Eurasia)
Maria Ramos (MR) Oxfam America (Global Reach)
Maybel Acquaye (MA) Ghana (Anglophone Africa), ASC representative
Monday Osasah (MO) Nigeria (Anglophone Africa), Global Council Chair
Nora Hasan (NH) Iraq (MENA)
Tengi George-Ikoli (TG) NRGi (Global Reach)

Africa steering Committee

Adam Anthony (AA) East & Southern Africa
Pius Kossi Kougblenou (PK) EITI CSO Board

Secretariat

Annabel Howarth (AH) Communications Coordinator
Joe Bardwell (JB) Director of Communications and Campaigns
Ketakandriana Rafitoson (KR) Executive Director
Nyree Woolston (NW) Operations Manager
Rami Hassouna (RH) Director of Finance & Operations
Stephanie Rochford (SR) Director of Member Engagement
Zoé Spriet-Mezoued (ZSM) Strategic Communications and Campaigns Manager

Apologies

Ba Aliou Coulibaly (BC) EITI CSO Board
Christelle Yesalaso (CY) Central Africa
Elie Kabore (EK) Francophone West Africa
Georges Mpaga (GM) Gabon (Francophone Africa)
Mamadou Taran Diallo (TD)
Otto Saki (OS) Board member

PWYP MEETING MINUTES

Decisions

- The new name, Resource Justice Network and identity proposed was endorsed by the governing body members, on a proposal from CM, all in favour.

1. Welcome and Introductions

The Board Chair, CM, opened the meeting, and KR outlined the session's purpose: to reach agreements necessary for implementing the new identity.

2. The new identity of PWYP

JB outlined the timeline and process undertaken to review and refresh PWYP's identity in alignment with the new strategy. The proposed rebrand introduces the Resource Justice Network as the new name, with a visual identity rooted in PWYP's legacy but oriented towards its evolving role.

The logo retains PWYP elements, namely the eye, with added sun and dot symbolism to reflect transparency, collective action, and guidance.

PWYP would remain a flagship campaign within the broader Resource Justice Network.

Governing Bodies Feedback:

Presenting a resolution from the ASC, Chair AA acknowledged there is some strong sentiment to retain the PWYP identity. The ASC endorsed the proposed identity change. Feedback was raised regarding the support needed for countries to adapt to the new identity and transition. The ASC emphasised the importance of considering the flexibility for national chapters to maintain "PWYP" as their campaign name under the overarching Resource Justice Network.

PK stated support for the identity change moving forward and highlighted the African Conference as the dedicated space to discuss those matters with African constituencies.

KR emphasised the International Secretariat's willingness to continue supporting the ASC in its mission, by providing the necessary space and platform to engage with members.

Strong overall support for the new identity and logo were shared, it is seen as a smart evolution that honors the past and aligns with future goals.

CM, MO, SH, and VIO expressed appreciation for the inclusive process and design outcomes, emphasising its clarity, continuity, and power. MP praised the logo as an amazing achievement, highlighting its strong identity and clever evolution that bridges PWYP's history with its future direction, and powerful impact.

MP and CM highlighted language nuances and the opportunity for global impact and cooperation. They asked the Secretariat to check again the translations of the name to ensure they are as succinct and accurate as possible.

VIO, AA and MO stressed the importance of implementation support, particularly for coalitions and grassroots groups.

KR emphasised prioritising collective needs and praised the team's work.

JB outlined a phased approach to the identity transition: immediate agreement on the new name and identity, followed by internal and external communication culminating in a public



PUBLISH WHAT
YOU PAY

launch. While coalitions are not mandated to change their names, support will be offered to facilitate adoption and demonstrate membership. The overarching aim is to establish a resonant and impactful global identity to support the new strategy.

Next Steps:

- Planning for internal and public rollout.
- Continued support for coalitions, with flexibility in adoption.
- Ongoing stakeholder engagement to embed and communicate the new identity effectively.

3. AOB

There being no further business, the meeting was adjourned.