

# IFES Ambassador Programme & Charter

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*Prepared by: Peter Theodorides, Chef de Mission*

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The IFES Ambassador Programme extends IFES' regional presence, channels local market intelligence, and strengthens relationships with peer associations and stakeholders.

Ambassadors are non-executive, non-commercial liaisons who connect local ecosystems with IFES values and priorities. The Programme complements Board and Committee work by translating global objectives into locally resonant actions—without creating parallel governance.

## **History and Institutional Role**

Recognizing the limits of a purely centralised model, the IFES Board endorsed the creation of an organised Ambassador network led by a Chef de Mission. The Chef de Mission bridges regional realities and Federation-wide goals, ensuring alignment with the IFES Statutes and collaboration with existing structures (e.g., Membership Committee, IFES Talent Team).

## **Strategic Rationale**

There are **five main strategic reasons** why the Ambassador Programme exists:

1. Global Representation: ensure presence in under-served or rapidly evolving markets.
2. Local Intelligence: surface market risks, opportunities, and policy trends to inform Board decisions.
3. Membership Activation: support prospecting, retention, and re-engagement—particularly in under-represented regions.
4. Brand Expansion: amplify IFES' principles, initiatives, and events within local ecosystems.
5. Industry Diplomacy & Governance: cultivate trust with associations, institutions, and authorities.

Ambassadors are strategic connectors—not salespeople, country managers, or policy spokespeople. They use convening power and credibility to open doors, build bridges, and represent IFES with cultural sensitivity. Success is measured by the relevance and quality of engagements and their alignment with IFES strategic goals.

## **Programme Structure and Evolution**

Formalised at the IFES World Summit 2025 (Guadalajara), the Programme now operates with defined objectives, onboarding materials, a direct alignment with the Chef de Mission, and participation in key IFES events and committee interfaces. Initial regional coverage includes North Africa (Hazem Hamada), LATAM (Annelize Hochmann), Gulf (Benoît Honnart), and Asia-Pacific (Dianne Leedham).

IFES' approach formalises local knowledge in a non-governing, structured network. The aim is practical balance—top-down alignment with bottom-up insight—while avoiding claims of uniqueness.

## **Programme Value Proposition**

### **For IFES, Ambassadors will:**

- Extend regional reach and visibility.
- Translate across markets and cultures.
- Build durable relationships that compound over time.

### **For their fellow IFES members and potential new members, Ambassadors will:**

- Provide guidance in local languages and contexts.
- Offer facilitated access to IFES programmes and events.
- Channel regional feedback into IFES' strategic dialogue.

# Charter of the IFES Ambassador Programme

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## **Legal Basis and Institutional Mandate**

The IFES Ambassador Programme is established under the authority of the IFES Executive Board and is governed in full compliance with the IFES Statutes. It operates as a strategic, non-governing function that advances global outreach, regional inclusion, and stakeholder representation.

## **Purpose of the Programme**

- Strengthen the global presence of IFES through regional liaisons.
- Promote IFES values, brand, and initiatives internationally.
- Provide region-specific intelligence to inform IFES strategic direction.
- Serve as a non-executive diplomatic arm of the Federation.
- Facilitate membership growth and retention in targeted markets.

## **Guiding Principles**

- Full alignment with the IFES Statutes and the Executive Board of IFES.
- Political neutrality and cultural sensitivity.
- Commitment to integrity, transparency, and equity.
- Promotion of international cooperation and ethical practices.

## **Programme Structure**

- Chef de Mission: coordinates the Ambassadors and leads strategy in consultation with the the President.
- Ambassadors: individuals appointed to represent IFES in key regions.

- Secretariat Liaison: IFES HQ contact responsible for administration and coordination support.

**Ambassadors are not part of the Board and do not have voting rights but may be invited to participate in Board-led initiatives where regional insight is required.**

## **Leadership & Oversight**

To keep the model simple and agile, oversight rests with a four-person Leadership Group: President, Vice President Strategy, Managing Director (MD), and Chef de Mission. Ambassadors align with the Chef de Mission. The Chef de Mission reports to the President and MD; fundamental matters are escalated to the Executive Board as needed.

## **Chef de Mission – Appointment, Term & Role**

- Eligibility: IFES member in good standing ≥10 years; at least one prior Board/Executive Committee role; proven leadership and diplomacy.
- Appointment: by the President and MD, upon proposal from the Executive Committee; the Executive Board is informed.
- Term: 2 years; renewable once (maximum 4 consecutive years).
- Role restrictions: maintains impartiality across regions; may concurrently serve in other roles only if compatible with continuity needs.

## **Ambassadors – Eligibility, Nomination & Appointment**

- Eligibility: active IFES member; respected in-market; relevant sector experience; cross-cultural competence; English plus regional working language; no conflict of interest.
- Nomination: by Chef de Mission, IFES Board, IFES members, national associations, or self-nomination with member references.
- Appointment: by President and MD upon proposal from the Chef de Mission and in consultation with the Vice President Strategy; the Executive Board is informed.
- Term: 2 years; renewable once (maximum 4 consecutive years).

## **Roles and Responsibilities**

- Represent IFES at the most relevant regional trade events and forums (non-executive, non-commercial).
- Promote IFES membership, initiatives, and events in-market.
- Identify and engage prospective members through introductions (not sales).
- Build relationships with associations, institutions, and authorities; support stakeholder diplomacy.
- Provide light-touch market intelligence to the Chef de Mission (risks, opportunities, policy signals).
- Participate in quarterly alignment touchpoints (virtual/physical).
- Respect confidentiality and represent IFES ethically; comply with the IFES Code of Conduct.

## **Governance and Reporting**

- Ambassadors align with the Chef de Mission.
- The Chef de Mission reports to the President and MD and liaises with the Management Office.
- Quarterly Ambassador touchpoints will be held for alignment and knowledge sharing, ideally alongside Executive Board meetings.
- The Chef de Mission consolidates a single quarterly memo and one annual dashboard for leadership; reporting remains purposeful and minimal.

## **Evaluation and Performance**

- Relevance and quality of engagements (vs. volume).
- Timely, actionable regional input.
- Strategic introductions and network expansion.
- Participation in quarterly touchpoints.

## **Ethics and Conflict of Interest**

- Disclose any personal or professional interests that may conflict with the Ambassador role.
- Do not use status for commercial or personal gain.
- Comply with the IFES Code of Conduct and communication guidelines.

Breaches may lead to termination of appointment.

## **Resources and Support Provided**

- Official credentials and digital tools (e.g., email signature, templates).
- Business cards (if requested).
- Visibility on IFES website and communications.
- Access to promotional materials.
- Partial travel support for strategic appearances (subject to budget).

## **Financing**

A modest, ring-fenced Ambassador Budget will be proposed annually (travel support only when mission-critical and pre-approved). Any flight or event underwrite requires prior approval by the President/MD within the budget envelope; sponsorship may offset costs.

## **Amendments and Oversight**

This Charter may be amended by an Executive Board decision upon proposal from the Chef de Mission, with at least one review cycle per term.