

INAISE News



Editorial: Year One

Dear Reader,

Any challenge, no matter how difficult, is in itself an opportunity. And every opportunity is a challenge, in that one must rise up to grab it. This simple affirmation remains key to the INAISE perspective today. Being a member of INAISE, per se, amounts to juggling with the duality of this major challenge/opportunity, for all our member organisations and their delegates.

Being a member of INAISE is above all a statement, and a statement of intent with regards to a certain set of causes and aims. Thus, on the INAISE side, there will never really be a question of finding committed individuals. Literally everyone who is remotely involved with INAISE is by necessity highly committed to the same cause, and well-experienced in it. It is however a matter of finding things that will interest men and women who are already busy with a hundred worthwhile causes; of finding tools and methods to make it easier for these same committed individuals to follow the activities of the network, and of flexibly navigating the sea of meaningful contributions. In the words of MERKUR's Lars Pehrson in INAISE's *Networking Social Finance*, "the core value of our participation in networks and cooperation is to meet people with whom we can learn together!" This value exists, and is inherent in the members. In turn, it is for INAISE to convey it and help it circulate.

As you will see in this issue of the News, INAISE has made a start in this

in 2011. In attending a number of important regional and global conferences this year (see *Conference article*), in cultivating links with INAISE member organisations (see *Membership article*), to name but a few. It is our goal to become ever more aware of expectations, needs, frameworks and possibilities for improvement, as well as to continue to learn much about the persons and interests of INAISE contact points with the member organisations.

In terms of challenges, this year has been ripe with a number of them: managing our transition to Bochum and our change of coordinator, and most importantly, organizing our first AGM in Africa, which was held in Addis Ababa in September.

As with every good challenge, it ends on a positive note: having now once been met, these technical challenges are now fading away, leaving INAISE to face what comes after, the proverbial "main course", the immense task of rising to exceed your expectations in terms of content. We are very much looking forward to that.

Iphigenia Moraitini Patriarchea



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2011 IN A FEW WORDS

2011 News from INAISE Member organisations

AGM 2012:

Europe

AGM 2013:

America

Latina

New members of INAISE:

ADAPTE (Costa Rica)

Inversiones Solidarias (Costa Rica)

Pakistan Microfinance Network (Pakistan)

Red FASCO (Guatemala)

Schneider Electric (France)

WAGES (Togo)

Eire– Clann Credo: In July, Clann Credo started a new report: the Social Investment Fund, on the role of social finance in community regeneration and job creation.

Costa Rica– Banco Popular y de Desarrollo Comunal: The Banco Popular patroned an innovative competition that proposes to make middle-class housing sustainable in the country. Earlier in the year, the BPDC published its first Global Reporting Initiative.

Africa– SIDI/ FEFISOL: In July 2011, SIDI and its partners launched FEFISOL (European Solidarity Fund for Africa), a microfinance fund in favour of small African producers engaged in sustainable farming activities.

UK-Ecology Building Society: In December, Ecology was announced as winner of the Ecological/Green Category in the annual Mortgage Finance Gazette Awards.

What is Social Banking? The INAISE Banking Group retained the following 4 criteria to define social banking:

- A classical banking institution combined with a **vision of a sustainable society**.
- A social bank is exclusively **linked to the real economy** (no speculation).
- A social Bank maximizes sustainability and societal impact, (**no profit maximization**; the banks are profitable at a fair and stable level).
- A Social Bank is **transparent**, including in publishing its loan book.

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Eastern Europe & Central Asia -MFC: MFC announced that with the Social Performance Start-up Fund for Networks has been launched. In other news, the MFC's Financial Education Program (FEP) has built the capacity of nearly 1000 local trainers and counselors in 16 countries reaching out to over 100 000 low income households since 2004.

Germany– Institute for Social Banking: In August 2011, the ISB was rewarded for the second time as official project of the UN-Decade "Education for Sustainable Development" by the German UNESCO commission. Earlier this year the ISB hosted its Summer School on the subject of „Money rules the world, who rules the money?“

GLS Bank / Oikocredit: In 2011, the GLS Bank launched a saving product, the „Oikocredit Savings Account“, enabling local savers to invest in Microfinance. In other news, the GLS Bank also became a signatory to the UN Principles for Responsible Investment and Thomas Jorberg, president of the GLS Bank board, was

INAISE Working Groups: The INAISE Banking Group has held two meetings in 2011. Following this lofty example, the Energy Group will work to formalise its activities and meetings. A Social Performance group is also under consideration.

Mali- BMS-SA/SIDI: In November, the Malian Solidarity Bank (BMS-SA), the AOPP and SIDI came together to sign a three-year Memorandum of Understanding to foster social and rural finance in Mali.

New INAISE board:

Isabel Cruz (FOROLACFR)
Paul Ellis (Ecology Building Society)
Fanta Wolde Michael (MAIN)
Joël Lebossé (Filaction)
Dominique Lesaffre (SIDI)
Andreas Neukirch
Lars Pehrson (MERKUR)
Peter Quarmby (CSB)

A CHANGE OF GUARD

INAISE Former President Marcel Hipszman addresses the membership

“The AGM is the single most important event in the life of an institution such as INAISE. [...] the 2011 vintage is exceptional in several ways.”

“...an all-european male board was no longer truly representative of the membership.”

“...Global INAISE as our flagship”

Two months ago we held our AGM in Addis Ababa. The AGM is the single most important event in the life of an institution such as INAISE. It is the occasion for our members to get to know each other better, exchange ideas, initiate and develop partnerships, review the achievements of the association, evaluate the performance of the board and the president in the conduct of our organisation, the work of the secretariat. It is also the time for ensuring we are on the right track in accordance with our mission statement, establishing realistic objectives and beyond that planning for the future. This is all what an AGM is usually about, but I believe the 2011 vintage is exceptional in several ways. It is exceptional, because it was the first time that we hold our AGM on the African continent. Thus coming after Quebec 2008, it is an important step substantiating our claim to be a truly international network, a Global Social Finance network. It also paves the way towards the so-called regionalisation of INAISE with the establishment of regional nodes on each continent that we set as an objective at the beginning of this year. It is exceptional because it gave INAISE members the opportunity to participate and contribute to a major event « the 5th African Microfinance Conference », organised by our member MAIN, with as its central theme “The future of inclusive finance in Africa”. The conference was a big success- owing much to the dedication of Fanta Michael Wolde in particular to whom we are very grateful-not only in terms of the number of participants-around 700-but also above all, because it provided a very vivid, probing and detailed picture supported by field visits and a luxury of expert analyses, of the state of microfinance in the continent and the many challenges it is facing.

It was also exceptional, on a more personal level, since it was the end of my 3-year mandate as a president of INAISE, a rather momentous period, started out on a very enthusiastic note in Quebec in 2008, soon marred by a major crisis that led us to a somewhat painful but indispensable re-adjustment of our organisation, for the better. The support of the board has been essential to overcome these difficulties. I am grateful for that and in particular for the help provided by GLS for the relocation of our office to Bochum.

I also stepped down from the board which I had joined at our AGM in Delft (Netherlands) in 2003. The reason is, I believe, in perfect coherence with my initial decision to join which was in reaction to a situation where INAISE was losing its initial dynamics and an all-European male board was no longer truly representative of the membership. This feeling was largely shared between board members and led us to take steps to revivify our association, give it a new impulse under the concept of “Global INAISE” as our flagship. Important progress has since been made in that direction but there is, of course, still a lot to be done. The reason for stepping down was also in anticipation of the important reform of INAISE governance adopted during the AGM, which will make our governing bodies better reflect the variety of our membership, in terms of geography, gender, sector of activities and languages more than they do and allow for more junior people to access the board, take responsibilities and bring fresh thoughts, new ideas.

No need to say that leaving the board and the presidency does not diminish, in the least, the interest I have for INAISE, its development and future achievements to which I remain dedicated and ready to contribute as a member of INAISE and a militant of Social Finance.

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By Marcel Hipszman

To close, I must say that I am particularly glad to leave the presidency in the hands of Dominique Lesaffre who has great ambitions for INAISE and combines vision with pragmatism, determination, and a sense for compromise. These are, I am sure, the ingredients of a successful presidency, with the support of the board and the full co-operation of a talented, bright, inventive and competent staff in the person of Iphigénie Moraitini-Patriarchea. The choice of Dominique, a representative of SIDI, an organisation thoroughly invested in the promotion and support of Microfinance in Africa, Latin America and Asia, is also a confirmation of the willingness of our association to reflect more the diversity of our membership. INAISE is now in good marching order, with a situation significantly improved and its finances restored. In addition, the prospect of a much closer co-operation with FEBEA will also contribute significantly towards strengthening our organisation and its credibility. However, as I said before, there is still a lot to be done to give INAISE the visibility it is still lacking. Communication is essential in this respect. INAISE has now a revamped website, a newsletter. It is a good start but for these tools to be used efficiently, a strategy has to be defined and implemented. I am confident that this is a task the new board and its president will take it to heart.

A formidable challenge lies ahead for Social Finance. The unprecedented crisis that the world is going through gives Social Finance institutions an overwhelming responsibility since they offer the only credible alternative to chaos and disaster. This, I know, has been said repeatedly over the past 3 years without much result. However, our voice is better heard today than at the beginning of the crisis and we can take some comfort in the fact that there are more and more people calling for a radical change to bring an end to the suffering endured by millions of people and guarantee a better life for the great majority of the inhabitants of this planet. The recent rise of the “indignados” or similar grassroots movements in many parts of the world is a clear signal of a change in public attitude. I believe there is here an opportunity for INAISE to increase its visibility and take its part in « the wind of change ». There is a role for INAISE to play in taking the lead to establish a very large platform with other Social Finance networks, NGOs, Trade Unions and other Citizens movements sharing similar values and objectives to gain real weight on the world scene and influence decision making processes. The role of NGOs in the field of environment and Climate Change and closer to us that of Microfinance, however their limitations and shortcomings is a good example. It will certainly require time and efforts which are at present beyond INAISE capacity and there may be more urgent tasks to accomplish, but the opportunity should not be wasted. My last word will be to express my gratitude to all our members for their support and wish Dominique and the new board every success and to all of you a very happy and rewarding New Year.

“our voice is better heard today than at the beginning of the crisis“

“There is a role for INAISE to play in taking the lead to establish a very large platform with other [...] movements sharing similar values and objectives to gain real weight on the world scene and influence decision making processes”.

INDUCTION

21.09.2011: New INAISE President Dominique Lesaffre addressing members

Dear INAISE members,

“ The life of INAISE, i.e. its profile and visibility, depends first and foremost on the commitment of its members”

This is part and parcel of SIDI's commitment to INAISE, that SIDI has accepted, on request of the INAISE Board of Directors, to assume this challenging mandate of chairing the Board of Directors and presiding INAISE. SIDI will carry out this mandate with responsibility and accountability over the next three years.

There is, undoubtedly, some symbolism, as well, about to-day's appointment, as for Christian and I, very much on Solidarity and Social Finance started here in Ethiopia already in the mid '80s during challenging times for the country. We then started what we can regard as financial solidarity partnerships with Ato Fanta Wolde Mickael. to-day the Executive Director of MAIN and INAISE member of the Board.

Here in Addis Abeba, we are glad our AGM could mobilise members from Africa, Europe and even Latin America. I wish to highlight this point, as we are all aware of the fact that, as a membership organisation, the life of INAISE, i.e. its profile and visibility, depends first and foremost on the commitment of its members.

We wish to keep the spirit of Quebec, where INAISE set itself as a global social finance network of actors, who are rooted and involved in their own respective reality for more and better financial justice in the various countries and continent of its membership.

I wish to warmly thank Marcel and the Board of INAISE for the action achieved since Quebec 2008, over the last 3 years, during a challenging period for our common network. I just would like to tell you that we keep relying on your commitment and support to INAISE for continuity and new prospects.

“I shall, over the three coming years, endeavour to strengthen INAISE on the following 5 issues”

I also wish to thank Iphigenia, for her dedication and positive spirit with regard to the INAISE operational development. We all know what it is to have to deliver on one's own with disseminated members, who are themselves under the high pressure of their respective functions and responsibilities. I believe, however, this is an outstanding privilege and learning process for you to serve such a noble cause together with so nice people as we all are here!

I take this opportunity, as well, to warmly thank our member GLS for hosting the INAISE office in its headquarters. This very concrete gesture by GLS is highly appreciated by INAISE and we shall keep relying on you in the coming times!

As the new Chairman of the Board, and together with the newly appointed Board, I shall, over the three coming years, endeavour to strengthen INAISE on the following 5 issues:

Update, enrich, identify, document and address the profiles of the very broad topic of social and solidarity finance through overture and exposure. I believe you will agree with me this present conference undertaken by our member

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By Dominique Lesaffre, SIDI

MAIN for Africa provides INAISE with an outstanding potential at this regard.

2. With regard to the INAISE membership, I understand that going global means both:

a. Reinforcing the INAISE relationship with and amongst its present membership: we need to keep liaising more and more, Broaden, meet and invite new members who identify themselves with the INAISE proposal. I am convinced the potential is great in all continents where INAISE is actually already present.

3. With regard to the working groups, I wish to bring about more life.

a. The working group on Social Banks is very active and its contribution to INAISE is very fundamental for the positioning of INAISE in such a defying and challenging period of financial crisis. INAISE will expect more in content and guidance from this working group.

b. The working group on finance for renewable energy, launched in Quebec has been generating more concrete results than communication: Lars highlighted yesterday the MERKUR-SIDI concrete co-operation in the Sahelian countries and INAISE was very well represented last year in Cancun in the FOROLACFR conference on Rural financial services and climate change by GLS. This is clearly a field for INAISE positioning, INAISE cannot be absent of the developing green finance field of action and expertise.

Last year in Brussels a meeting on Social Performance Certification was brought about by Isabel Cruz so as to articulate a sovereign process for the definition of criteria and indication for Social Performance Management. FOROLACFR is leading a substantial reflection and perseverant action on this topic where standardization processes turn out to be more of a threat than an opportunity. I do believe that INAISE can and should be a bridge amongst continent for a topic relating to the very essence of social finance.

Second last lone, but probably not the least field for the INAISE action is the intensification of the INAISE presence and visibility through a targeted, focused and well articulated advocacy on social finance. I believe this is now possible with the appointment of a new and enthusiastic Coordinator for INAISE and the recently upgraded website.

I warmly thank you for your trust but above all, I rely on you!

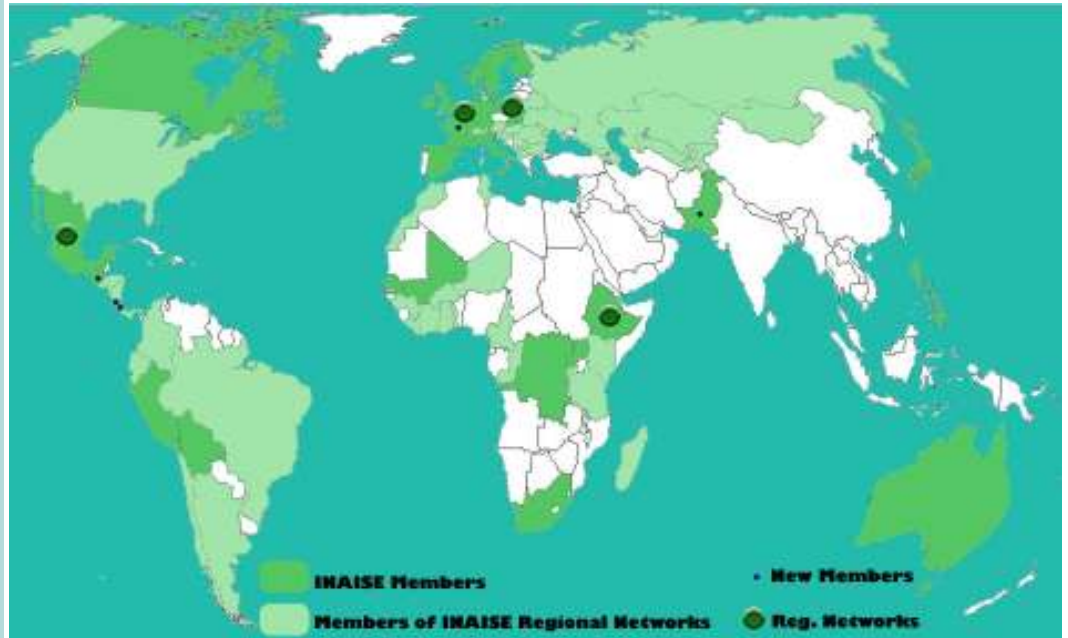
Key Axes

Overture
Network building
Reinforcing
Relationships
Thematic Activity
Advocacy

*“targeted,
focused and
well articulated
advocacy on
social finance”.*

MEMBERSHIP

Global INAISE Membership in 2011



INAISE & Member Events:

4&5.03.2012– FOROLACFR: Marcos Normativos y Regulatorios en Microfinanzas Rurales: Tendencias actuales y análisis comparativo (La Paz, Bolivia, http://eventos.forolacfr.org/index.php/2011_bolivia)

21.03.2012 INAISE – Next Banking Group Meeting (Lyons, France)

INAISE AGM (Date TBA)

29.4– 30.04.2012 MFC: Annual Conference (<http://www.mfc.org.pl/>)

8.07-13.07.2012, ISB: Summer School: “The Impact of Sustainable Banking” (Utrecht, the Netherlands)

26.09-28.09 2012: Forum mondial Convergences 2015, Paris, France

6.10.2012-11.10.2012: Imagine 2012: The International Conference on Co-operative Economics & the International Co-operative Summit (Montreal, Canada)

NEWS?

If something interesting happened in your organisation
If you are rallying support for an international event
If you want INAISE contributions to an international event
If you want to publish something in INAISE news.
If you have an issue, question, concern, request, suggestion
PLEASE CONTACT THE INAISE SECRETARIAT at
iphigenie@inaise.org

ACTIVITY REPORT

AGM

INAISE held its first AGM on African soil; the event was successful, having gathered a quorum by combining proxies and presence.

Board Report

- The board met thrice this year.*
- The first outcome of these meetings has been to negotiate the draft governance document, which was adopted by the INAISE members at the 2011 AGM, with one change; it is to be transposed into the Statutes for the 2012 AGM.*

Internal Affairs

- Change of staff (from Viviane Vandemeulebroucke to Iphigenia Moraitini),*
- Change of staff occupation (from half-time to full time)*
- Change of location (from Brussels to Bochum)*
- Change of website (completion of planned site rejuvenation)*

Publications

- INAISE has created an editable leaflet- a document that all INAISE members can download and customize to include information on their own organisation, and easily print it without a need for an advanced printer.*
- INAISE is currently producing a special report on government regulations and cooperatives, on the occasion of the international year of cooperatives.*

Representation of the network and participation in international events

In 2011, INAISE was represented at the following events:

- Forum Social Mundial, Feb. 2011, Dakar.*
- SANABEL Conference, June 2011, Amman, Jordan.*
- European Microcredit conference, march 2011, London, UK (president)*
- Summer School of Social Banking, July 2011, Canterbury, UK*
- FEFISOL launch, July 2011, Luxembourg*
- Active Europe Conference, Sep. 2011, Krakow, Poland (president)*
- 5th African Microfinance Conference, Addis Abeba, Ethiopia*
- FIESS, October 2011, Montreal, Canada*
- CRESOL, November 2011, Rio de Janeiro, Brazil (president)*
- Microcredit Summit, Nov 2011, Valladolid, Spain*

Website

- The INAISE Website has been completely redone and now actively archives all member news sent to the coordinator by the members. Further updates are progressively planned.*
- INAISE now also has social networking accounts (Facebook, Twitter, and a facebook group for employees of member organisations only).*

NETWORKING IT

A few considerations

Among the major discussion points I have been working with over the course of the past year, the use of Information Technology (or, colloquially, IT) is perhaps one of the most basic, but one of the most challenging also. Firstly, because in terms of websites and programs, there is only so much attention one can devote to finding and learning one— whereas the number of applications and sites that exist is truly huge. Second, because as with everything else, good online practices are worth sharing. This article is meant to do just that.

1. Useful websites worth another glance

- **Organisations that leverage the internet for the purpose of poverty alleviation:** www.kiva.org ; www.ammado.com ; goodreturn.org . These organisations basically constitute the go-between between western consumers and MFIs, enabling the former to donate money to the loans of the latter.
- **Interactive Mapping software platforms:** www.usahidi.com ; this Kenyan platform makes it possible to geolocate information sent by text. Thus far it has been used mostly in disaster management. But could it also be used, for instance, to improve product commercialisation networks in the South?
- **Appointment Planning:** www.doodle.com
- **Websites helping individuals or organisations find backers for projects:** www.ulule.com
- **Advocacy websites/ campaigning:** www.avaaz.org ; www.change.org and www.good.do large petitions posted on websites such as these can be signed by hundreds of thousands of world citizens; for examples of successful petitions, please do to the sites themselves! DoGooder goes one step further by allowing individuals to design an entire advocacy campaign.

2. Best practice with respect to emails & spam

- When doubting the legitimacy of one email, copy a single sentence and paste it into google. **Legitimate interlocutors customize emails.** In return, when writing to someone for the first time, clearly reference the time and place of your meeting and identify yourself properly.
- Generally, **if something sounds too good to be true, it probably is.**
- Avoid posting any private email address on the internet. If you must, **post it as a photo or type it entirely** (for instance, inaise@inaise.org should be *inaise at inaise dot org*) This protects from email-harvesting automatons (“bots”) and reduces false messages..
- Email that comes from non-free email providers can be traced to them.

2011 CONFERENCES

In the year 2011, I represented INAISE at a range of events, both broad and industry-specific. This is a summary thereof.

Of these events, the broadest was without a doubt the Forum Social Mundial (FSM), which took place in Dakar in February 2011; the official meeting point of the “anti-Globalisation” movement, the Forum Social Mundial takes place every four years, and is experienced as an alternative to the Global Economic Forum of Davoos. In 2011, it was the first scheduled event of the year; INAISE attended with SIDI, contributing to a series of presentations given at the time by members and associates of SIDI, including Schneider Electric and Jappoo Development.

In a similar vein, the Forum International de l'Economie Sociale et Solidaire (FIESS), organized in Montreal in November under the aegis of the RIPESS, was the second broadest forum conceptually, since it too gathered participants from across the entire spectrum, including among many others INAISE members Filaction, MCE Conseils, Caisses Solidaires Desjardins, Pro Rural, Banca Etica... As this event took place in the highly politicized climate of the “occupy Wall Street” movements across the globe, in a true capital of social finance, its impact was really on a par with that of the more broadly known FSM.

Aside from the above, INAISE was also present at a number of conferences that dealt with the subject of social finance: the Global Microcredit Summit (GSM), the 5th African Microfinance Conference (at which INAISE also held its AGM, under the aegis of INAISE member MAIN), the SANABEL Conference on Islamic Microfinance; the first of these distinguished itself through its trans-boundary and non-regional emphasis, whereas the latter two each had their own geographic focus and topic (“inclusive finance” and “Islamic microfinance” respectively), which resulted in each having a specific thematic leaning, though both were exceedingly interesting.

In a similar vein, the Summer School of Social Banking, organized by INAISE member ISB was the banking equivalent, albeit in a smaller, more didactic and practical setting, focused on economic governance, from the personal level to the supranational analysis. It was widely attended by representatives from many European social banks, including many INAISE member organisations from Europe.

Lastly, in a slightly different manner, the FEFISOL launch in July 2011 was the most specific and ostensibly small event, since it boasted a highly selective attendance list of no more than 40 organisations, including INAISE members SIDI (organizing) and FEBEA. However as that event was not meant to be a conference but the start of something much larger, the official launch of a solidarity fund for Africa, it should really not be judged by the same criteria as the aforementioned.

PARIS APPEAL

INAISE has signed the Paris Appeal for Responsible Microfinance

In association with a large collective of partners, Convergences 2015 has launched the “[Paris Appeal for responsible microfinance](#)”. To answer the excessive commercialization of microfinance and other drifts thus brought about, the Paris Appeal reaffirms the role of microfinance as a tool in the service of development and inclusive finance. It aims at bringing back ethical values and a social orientation that should inspire all stakeholders in the sector and offer to make self-regulation initiatives and rules converge towards a solid pedestal of principles. These rules will help define responsible microfinance and restore faith among the public.

Officially presented at the 4th annual Convergences 2015 Forum in May 2011, [the Paris Appeal for responsible microfinance](#) is part of a campaign of advocacy and action among all concerned actors: the general public, microfinance professionals and decision makers.

The Paris Appeal signatories...

- Consider that microfinance institutions must pursue a long-term double objective of financial viability and social impact, by offering products and services adapted to the poor, by leading a policy of moderate interest rates, and by complying to the highest standards of information and client protection. The compliance of policies and practices must be certified by recognized social performance indicators;
- Remind of the importance of solid governance of adapted prudential rules and efficient reporting and control systems. Such rules and practices must be given an efficient and objective supervision and notation system.
- Call on to microfinance institutions, their national and regional associations, and regulation authorities, to systematically apply the principles and rules established by the industry to adjust and prevent the sector’s mission drifts, and to prevent and complete them with regulations adapted to the context in each country.
- Encourage investors specialized in microfinance to subscribe to a Code of conduct serving the long term interests of the MFIs they support, allowing them to strengthen financial viability and to reach their social objectives.
- Encourage researchers and universities to scale up cooperation with MFIs to conduct impact studies and disseminate best practices.
- Call on to donors and private foundations to uphold their microfinance commitments, to encourage innovation and diversification, to support and train clients and to focus programs on geographical regions, particularly Africa, sectors such as agriculture, and products and services such as micro-insurance and credit for the poorest, where the needs are manifest.
- To breathe life into this fundamental basis of rules and regulations, in the respect of the diversity of microfinance, the signatories are launching an appeal for Responsible Microfinance General Assemblies, to be organized in each greater region of the world and for each large category of stakeholders, under the aegis of an Organization Committee mandated by the G-20.

<http://www.convergences2015.org/>

INAISE LOGO

At the next INAISE AGM, INAISE will vote on a new logo design proposal.

During its board meeting on 7.12, the INAISE board chose to agree that a new logo would be desirable for INAISE. Of the three proposals, the one here met with the greatest approval, and will be submitted to the approval of the AGM in 2012, as is required by the laws of Belgium.



« What does a butterfly have to do with social finance? » This is a really worthwhile question for anyone who sees the INAISE logo proposal to ask. Follows an answer:

Butterflies are delicate and fragile, yet universal symbols of many things that INAISE members hold as their own values. So, too, is this proposed logo.

When a butterfly bursts forth from the cocoon that it entered as a humble caterpillar, men bear witness a change no less great than the one social finance hopes to bring about in the world; so fragile that it seems a mere gust of wind could kill it, the butterfly has nevertheless survived the age of man and of industry for one very important reason: because it is a symbol of beauty and of light-heartedness, of hope and spirituality. In addition to the universal symbolism, the size of local butterfly populations is used to measure the health of any given biotope.

More importantly, however, for members of INAISE, the butterfly can be seen as metaphor for our very goal: « *Not for money alone....* » Because if money were the only goal of men, butterflies would not have survived today. They have, and in their survival, we see a symbol of the constant resurgence of the human conscience, the environment, the goals INAISE members connect through.

At the same time, the logo is not only a butterfly, but a globe and a cycle, representing both the global nature of INAISE and the circular nature of any project, any effort.