

ENEP: Working for you!

Topic B - Marketing Strategy: How to make a profit from ENEP

EFAEP General Assembly side-event, Monday 3 December 2007; 14.30-18.00
Essen, Germany

Jason Reeves, IEEM, 17 December 2007

A short presentation was given, which is outlined below.

What do we want/need to achieve?

- Raise the awareness of ENEP
- Increase the number of profiles on ENEP
- Improve the standing and influence of ENEP with relevant individuals and bodies

What do we need to do to achieve this?

- We need to market ENEP both internally and externally

How do we market ENEP?

- Promotion at events
- Leaflets and banners
- Publications
- Newsletters
- E-mail shots
- Websites
- Other?

If we do these things, what can we achieve?

Possible Income from ENEP

- Job adverts
- Corporate banners
- Corporate subscriptions

IEEM Jobs Webpage

- 2006 - €22,000
- 2007 - ~€27,000

ENEP Jobs Webpage

- What is the potential income from this?
- Jobs on members' sites and ENEP?
- Should we only have job adverts on the EFAEP website?

Corporate Banners

- Not currently done by IEEM
- IEMA charges from €4,500 per year for a banner
- How much could EFAEP make from this?

Corporate Subscriptions

- Companies, organisations and individuals wishing to find environmental professionals
- EFAEP could charge for the privilege of doing this
- How much could EFAEP make from this?

But...

- For any of these ideas to work we need ENEP to become well-known
- We have to market ENEP both internally and externally
- We need to use our newsletters, magazines, events, e-mail shots, word of mouth, etc. to promote ENEP

Marketing ENEP and making a profit from it **What are your ideas?**

The outcomes of discussions with the three groups following the short presentation are outlined below:

Advertising in principle

- The idea of advertising on the ENEP website caused some division in the seminars; most felt that advertising could be a valuable source of income for EFAEP, whilst a few felt that advertising on the site would make it too commercial.
- If we are to go ahead with advertising on the ENEP website we need to consider who we would want to advertise on the site. Would we need a screening process for those companies that wish to advertise on the site? And what would the criteria for this screening process be (ISO14001, environmental audit, etc.)?
- It was recommended that we check other environmental organisations to see what they do with regard to advertising.

Job adverts

- The idea of job adverts was, in principle, agreed.
- It was decided that there should be a charge to post adverts, but that it should be free to view them.
- There was also a suggestion that member associations could make a small profit from job adverts by making a small extra charge for advertisers on their own websites to have the job advert posted on ENEP too.
- It may also be possible to have a 'joining' prompt on the ENEP job offers webpage to encourage visitors to the site to join one of the national associations.

Banners

- The idea of banners was, in principle, agreed.
- It was decided that banners would be better on the ENEP website than the EFAEP website.
- Banners would probably have the most interest for multinational environmental organisations and companies.
- The question was also raised as to how selective we should be for banners on the ENEP website. Should we get organisations evaluated first? And if yes, we would need a process for this (e.g. does the organisation have ISO14001 or environmental annual report, etc?).
- It was suggested that we should first trial job adverts, and then move on to banners at a later stage.

Corporate subscriptions

- The topic was not discussed in much detail, though the question was raised as to whether organisations should be allowed to have profiles on ENEP, rather than just being able to buy access to the database.

Access to ENEP

- It was agreed that the European Commission, the European Environment Agency and key national government agencies should be given free logins for ENEP in order to promote the use, influence and exposure of ENEP at a high level.
- It was suggested that each national association should select 1 or 2 other organisations in their country to be allowed free access to the ENEP database in order to promote the use, influence and exposure of ENEP.

Marketing ENEP

- We need to have a clear message for ENEP and EFAEP. Do we want to market them together or separately? Perhaps we should be marketing ENEP as a service of EFAEP.
- Mailshots could be sent to particular environmental groups (waste, water, etc.).
- Each national association should look into how environmental recruitment agencies operate in their country and how this compares to possible job adverts on the ENEP website.
- ENEP should be seen as a selling point for each association (e.g. AISA states that a benefit of membership is entry on the ENEP database).
- One or two members of the EFAEP ExCo should make an appointment with the European Commission to introduce them to ENEP. Profile raising has to be done at a high level and we should aim to influence environmental legislation at the top level.
- It was proposed that ENEP should be exhibited at Green Week in 2008.
- EFAEP should aim to influence strategic groups (e.g. DG Environment) with the help of ENEP.
- National associations should cover the cost of advertising ENEP in their own publications, whilst EFAEP should pay for key promotions.

- EFAEP should aim to get editorial space in key publications in order to promote ENEP. Writing and supplying editorial is also cheaper than paying for advertising.
- Funding from knowledge transfer partnerships may also be available for ENEP.
- The promotional material for ENEP (e.g. leaflets, banners, website, newsletters, magazines) should be supplied to each national association in the raw image and text format so that this can be translated into the local language if necessary.
- There is also the possibility of advertising ENEP at the national level in Germany, the UK and Italy, as these countries have 3 member organisations in each and could spread cost of doing this.
- EFAEP should promote ENEP at the European Environmental Press awards.
- The problem of headhunting was also raised; where employers may not want their employees on ENEP for fear of this happening.
- Also see Annex 1 below for more ways that each association can market ENEP to its members and beyond.

Conclusion

In summary, the main conclusion of the discussions was that we need a clear message that is marketed at both the EFAEP membership and at a higher European level.

ANNEX 1

Marketing ENEP to EFAEP members

IEEM – Jason Reeves

1. What publications (hardcopy and electronic) do you have?

Journal and E-Newsletter

2. Are you able to advertise in these publications?

Only the journal

3. How often do these publications go out to your members?

Journal in March, June, September and December

4. Are you able to advertise ENEP on your website?

Yes

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

Links on webpage, advertise jobs, advertise events.

6. What other possibilities do you have for advertising ENEP to your members?

Promotion at events and conferences

IES - Adam Donnan

1. What publications (hardcopy and electronic) do you have?

The IES has a e-newsletter and a journal.

2. Are you able to advertise in these publications?

The advert for ENEP will be posted in the next edition of the e-newsletter, which will be sent out on Friday. It may feature in a future article in the same publication. We may also run an advert in October's journal.

3. How often do these publications go out to your members?

E-newsletter – monthly, journal – three times a year.

4. Are you able to advertise ENEP on your website?

Yes – but will need to take a different format, perhaps a short description and link.

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

Receive sponsorship from private companies plus recruitment and advertising incomes.

6. What other possibilities do you have for advertising ENEP to your members?

Direct email shot.

CIWEM – Paul Horton

CIWEM has the Water & Environment Magazine (WEM), the Business Briefing newsletter (CBB) and E-news which goes to over 10,000 people, about half are CIWEM members. All publications are monthly and I could offer to have a promotional/editorial article in WEM, focus being Efaep but talking about ENEP. I could do a follow-up in CBB and then again in E-news. I will this time ensure that CIWEM Cabinet and Council members register on-line.

For us other possibilities will include national conferences and branch events and I want Efaep and European Water Association (EWA) to develop a working relationship, this could lead to even more options.

A couple of CIWEM members also work within the EU and I'm sure that they can help in promoting ENEP to the various Directorates.

AFITE – Yves BOUHIER

1. What publications (hardcopy and electronic) do you have?

Newspaper mostly in hardcopy, but also in electronic version

2. Are you able to advertise in these publications?

Not really, but I will join the ENEP flyer to the next release

3. How often do these publications go out to your members?

Every 2 months

4. Are you able to advertise ENEP on your website?

Not really... but i think we can put a link to the ENEP website...

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

28 supporting members...

6. What other possibilities do you have for advertising ENEP to your members?

I will join the ENEP flyer to the next release of our newspaper :-) But our paper is only in Black & White... :-)

VBU – Jörg

We'll promote the ENEP-Database in our meetings and on our homepage.

There's a button "Europe" with all themes that belong to EFAEP.

I would like to use the ENEP-portrait for further informations, but I got no colored paper with the "ENEP-logo". Because of the "pdf" kind of the document, I couldn't use the ENEP-portrait to translate the text into german language with the ENEP-logo. So I wish to get the ENEP paper as a text file and the ENEP-portrait as a "word"-document or graphics file format as jpg, eps or tiff , if possible.

VNU – Susanne Wiedermann

I have just send the ENEP promotionals pdf by E-Mail to our members, as I got it already yesterday from Mario Grosso. We can also announce ENEP on our website and we probably can - together with the VDI and VBU - advertise it in the Umweltmagazin, which is a professional journal which appears 8 times per year.

AIAT – Mario Grosso

1. What publications (hardcopy and electronic) do you have?

We have a newsletter (AIATInforma, <http://ingegneriambientali.it/bacheca/newsletter.php>), which already includes the EFAEP Bulletin. The newsletter is typically sent to our members and contacts in electronic form, still we sometimes print some hundreds copies).

Moreover there is an Italian journal (Inquinamento) which has recently become AIAT "official journal". Inquinamento is not sent directly to all our members, but only to those who subscribe (at a special rate).

2. Are you able to advertise in these publications?

Of course we can advertise in both.

3. How often do these publications go out to your members?

Newsletter: 4 issues per year

Inquinamento: 11 issues per year

4. Are you able to advertise ENEP on your website?

Yes

5. What relationships does your organisation have with private companies and public bodies?

AIAT has supporting members (companies or public bodies who benefit of our services, mainly related to job offers and requests of technical information)

6. What other possibilities do you have for advertising ENEP to your members?

The AIAT mailing list

VDI – Vera Kessler

1. What publications (hardcopy and electronic) do you have?:

We have several publications connected to VDI, the most read among these are the VDI-Nachrichten, a very well known weekly newspaper in Germany.

2. Are you able to advertise in these publications?

I regularly write for this newspaper and will probably be able to place an article about ENEP, but I do not want to do this before I have received using instructions for the database to avoid a bad impression by not giving people adequate information about the project and how it should be used (Maybe Germans are a bit special in this respect but I have made this experience with the first test persons from VDI and do not want to repeat it in the future) Another possibility will be a publication in the Umweltmagazin for which I regularly write articles about EU legislation in the field of the environment. As VBU and VNU also are connected to the Umweltmagazin we would have to coordinate this among the German Members of EFAEP.

3. How often do these publications go out to your members?

Once a week, others once every two months, we also have email newsletters once every fortnight etc.

4. Are you able to advertise ENEP on your website?

Yes, I would even try to make ENEP the top story on the homepage of VDI, but again not before I have a manual...

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

VDI has only individual members, it is not an industry association. However, companies can be supporting members and pay a contribution to VDI without having voting rights.

6. What other possibilities do you have for advertising ENEP to your members?

I will suggest to VDI to sent an email to every member with an environmental background to inform him/her about ENEP. this will have to be checked with our lawyers but it will probably be possible

VVM – Marianne Koedoot

1. What publications (hardcopy and electronic) do you have?

Magazine: 'Tijdschrift Milieu'

A bulletin by mail to our members

2. Are you able to advertise in these publications?

Yes

3. How often do these publications go out to your members?

The Magazine 8 times a year

The electronic bulletin very once or twice a year

4. Are you able to advertise ENEP on your website?

Yes, we have an EFAEP-page on our website with a link to the EFAEP website. Here we can put information of ENEP

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

Will discuss possibilities Monday

6. What other possibilities do you have for advertising ENEP to your members?

VMD - Marc Mestdagh

1. What publications (hardcopy and electronic) do you have?

VMD uses the VMx Communication Platform (<http://www.vmx.be>). It consists of various links to the most important environmental associations as well as a monthly electronic newsletter and a weekly mail with Headlines (environmental news for professionals).

2. Are you able to advertise in these publications?

Advertisements are indeed possible.

3. How often do these publications go out to your members?

The information is communicated to our members on a monthly basis.

4. Are you able to advertise ENEP on your website?

We are able to advertise ENEP on both the VMx website as well as the VMD (www.vmd.be) website.

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

Our organisation does not have any formalized relationships (contracts, agreements) with private companies nor public bodies.

6. What other possibilities do you have for advertising ENEP to your members?

We do not have other possibilities for advertising ENEP to our members.

FAEP – Heli Jutila

1. What publications (hardcopy and electronic) do you have?

None, only a email leaflet

2. Are you able to advertise in these publications?

Maybe

3. How often do these publications go out to your members?

Once a year

4. Are you able to advertise ENEP on your website?

We have a website. Maybe.

5. What relationships does your organisation have with private companies and public bodies? (For example, AIAT and AFITE have supporting members, IEEM charges companies for posting job offers on their website, etc.)

Good relationships.

6. What other possibilities do you have for advertising ENEP to your members?

These few ones mentioned.