

ACTION PLAN ENEP 2014

To unite and inspire

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1. Introduction

For the period 2014 -2016, the ExCo had chosen four strategic targets, in order to implement the (long term) goals:

1. To promote and support the role of the European Environmental Professional;
2. To facilitate the exchange of environmental information, experience & knowledge;
3. To contribute qualitatively to the EU environmental policy development;
4. To ensure a sustainable ENEP in the long term.

Based on these targets, the (new) ExCo had defined numerous actions to reach these targets in the medium term. The actions were lively discussed during the General Assembly in Rome in 2013. Based on the GA discussion, the ExCo has sent a consultation scheme around in December 2013, to give Member Associations (MAs)s the opportunity to comment on and prioritise the proposed actions. The ExCo has received five reactions and made an initial list of priorities. However, the ExCo also decided to make a Tour d'Europe and visit all member associations, in order to collect their visions on ENEP, rather than stick to only five. So, over the last 6 months, the president of ENEP has visited ENEP's member associations and collected feedback on the operation of ENEP in the past and particularly, in the future. The feedback received endorsed all four strategic targets. Also, the feedback was divided as the average priorities among the actions. The feedback resulted in two main visions about the role of ENEP: 1) ENEP as a network for environmental professionals and 2) ENEP as intermediary for knowledge about and a network in Brussels.

Based on all input received, the ExCo has prepared this comprehensive Action Plan for 2014. This means that ExCo has decided to select only and focus on those actions, which are –on an average- highly rated in the discussions with the member associations. This does not mean that the other

actions, with a lower priority are withdrawn. In fact, most of these actions are delayed and will be executed over the next years or if additional budget will become available.

This Action Plan should be seen as an ongoing effort of ExCo to facilitate the desires and of the Members Associations and implement ENEP's goals, as laid down in its policy statement:

1. To facilitate and stimulate knowledge exchange across the network;
2. To provide informational and other services to its members¹;
3. To promote the recognition of environmental professionals;
4. To influence European environmental policies based on sound insights.

In line with the first two goals, ExCo has already launched a number of new activities, such as:

- Webinars dedicated to current environmental issues;
- A completely updated website;
- Internal newsletters to members regarding funding opportunities and the ongoing work of the ExCo.

In the medium term, the ExCo aims to prepare ENEP for the next five years to become an attractive umbrella organisation that will truly serve environmental professionals throughout Europe, and to unite and inspire them by offering ENEP's network. ExCo will only succeed with the assistance and active involvement of its member associations.

2. Activity plan

The activity plan is divided in four paragraphs, related to the strategic goals. The full list of actions is also presented in annex 1, which also shows the breakdown of man days and costs.

2.1.To promote and support the role of the European Environmental Professional

In 2014, ENEP will build a new and easy to use platform, integrated in the renewed ENEP-website. Key qualifications of the new platform are: low costs and low maintenance, useful and more engaging for its members and easy to maintain and adjust by ENEP staff. Besides, it will offer options to register for events and a network search engine for expertise or specific persons. Also, individual members can use existing profiles (such as LinkedIn) to register. An additional tool could be a (restricted) forum for GA-members and ExCo-members.

- Leading ExCo member: Mario and Adam
- Others involved: Project Officer and ENEP intern
- Date completed: 2014

ENEP will actively and continuously promote the website and the platform to the Member Associations. ENEP will ask the MAs to promote the website and platform among their members and inform their members to register themselves at the new platform. Also, members will be asked to share their international events with ENEP, e.g. to be listed in the newsflash and agenda. ENEP will use the platform to send tailored information to individual members.

¹ Depending on the context, the words 'members' or 'membership' in this memo point to the formal ENEP Member Associations, or MAs for short.

- Leading ExCo member: Adam
- Others involved: Project Officer, ENEP intern, secretariats of MAs
- Date completed: ongoing

2.2. To facilitate the exchange of environmental information, experience & knowledge

Common activities, also for 2014, include: 1) ENEP's Website & Platform (content) management and 2) producing and issuing periodicals. The website will be kept up to date by the project officer. The platform, after it is established, will be released to the MAs. The individual members of the associations will be requested by their own organisation to fill the members' database. By combining with existing profiles of the members, the actual task takes only a small effort. The periodicals in 2014 consist of the monthly newsflash and the quarterly ENEP bulletin (related to ExCo).

- Leading ExCo member: Adam and Elisa (ENEP Bulletin)
- Others involved: Project Officer and ENEP intern
- Date completed: ongoing

ENEP will offer some external parties (=other than MAs) to use ENEP's network, in terms of specific environmental related expertise. The choice if an external party is eligible for ENEP's service depends on the added value of that party for our network. Basic criteria are: related to environment and international scope. ENEP will charge a fee for this service (so called "Targeted Services"): this fee will only cover the costs of the search for qualified experts by ENEP. The experts themselves can subsequently agree with the external party involved about a fee arrangement, ENEP could facilitate if necessary.

- Leading ExCo member: Kristof
- Others involved: Project Officer and ENEP intern
- Date completed: ongoing

ENEP will more actively facilitate and support Working Groups and Task Forces, in financial and organisational terms. This means that MAs will have the lead. MAs will have the responsibility to scan their own organisations and search for opportunities to establish such Working Groups. ENEP will facilitate the search for participants from other MAs and e.g. the organisation of meetings in Brussels. Also, the ExCo would like to share more actively the results of the working groups among its MAs, e.g. by organising webinars. For monitoring purposes, ENEP will ask the existing Working Group/Task Forces to prepare an annual progress report describing the results of the Working Group in relation to ENEP's support for 2014. This report and the next reports (in 2015 and onwards) will also include a comprehensive work plan for the next year. ExCo likes to stress that a Working Group does not necessarily last forever: ExCo would stimulate the establishment of inter-member Ad-Hoc Working Groups on a specific and topical (news) issue and/or with a specific purpose for one or two years (like the working group on Climate Proof Cities, that had a workshop and produced a chapter in a book (to be issued spring 2014) for the EU CIRCLE2 project).

- Leading ExCo member: Bruno
- Others involved: Project Officer, ExCo, MAs
- Date completed: ongoing

2.3.To contribute qualitatively to the EU environmental policy development

ENEP will continue to actively participate in the European Commission's Green Week, if the topic of Green Week is of interest to one or more MAs. Interested MA(s) will cooperate with ENEP in the organisation and be present during the Green Week. The last two years, the event has resulted in valuable contacts with the European Commission and other environmental institutions. After the Green Week 2014, ExCo will actively search for member association that express interest in relation to the Green Week's 2015 theme.

- Leading ExCo member: Kristof
- Others involved: Project Officer and ENEP intern
- Date completed: ongoing (from mid 2014 for the Green Week 2015)

ENEP would like to offer its European network to the MAs. This means that on request of a MA, ENEP can bring this MA in touch with officers of the European Commission or Members of Parliament. On March 28, 2014, ENEP had already a very interesting meeting with the Environment Commissioner, Mr. Potocnik where COAMB , IES and REA joined.

- Leading ExCo member: Kristof
- Others involved: Project Officer and ENEP intern
- Date completed: 2014

2.4.To ensure a sustainable ENEP in the long term

ENEP will continue to have two General Assemblies per year. The October GA will be a decision making GA in Brussels, the spring GA will be more reflective and combined with an interesting side event, *already* organised by a MA. ExCo will ask one year in advance which MA would have an interesting side event for the next year(s).

- Leading ExCo member: Elisa
- Others involved: Project Officer, Project Coordinator and ENEP intern (and one MA for the spring GA)
- Date completed: ongoing

ENEP will remain in the current office in Mundo-B. Mundo-B offers a low costs office and ICT-services. Also, it offers ExCo and ENEP a meeting room for its meetings at low costs. Administrative procedures will continue, with a low cost accountant on arm's length.

- Leading ExCo member: Herman
- Others involved: Project Officer, Project Coordinator
- Date completed: ongoing

ExCo will also focus on existing Member Associations. As stated in the introduction, ENEP's president will visit all members during 2014 and discuss their needs and strengthen the relationship. Also, the ExCo would expect that members will be more actively involved and therefore likes to have a direct line with each member: to pass on messages of ENEP to its individual members as soon as possible

(in a way, that suits the member best and is to be discussed) and to react to requests of the ExCo within one week.

Furthermore, ExCo has started to assign tasks to every member of ExCo, who in turn monitors and is responsible for the implementation and progress made (see Annex 2). Also, ExCo will react more quickly on requests of members: ExCo aims for questions to be answered within one week.

- Leading ExCo member: Kristof / Elisa
- Others involved: Project Officer and ENEP intern
- Date completed: ongoing

3. Financial implications

The financial implications of the action plan are detailed here. Table 2 shows the expenditures, based on the activities per strategic goal.

Nr.	Actions	Staff (€)	Other (€)
1b)	Develop ENEP-Platform ² , the next Platform (integrated into the new website) on which our Professionals can interface.	1.350,00	5.000,00
1d)	Promote ENEP-Platform ² and website in order to increase the use of it by individual professionals within the Network	3.450,00	0,00
2a)	Website & Platform (content) management	1.050,00	1.000,00
2b)	Producing and issuing periodicals	4.050,00	0,00
2d)	Define, create & facilitate a Target Service Club (in relation to a target request from our Member Associations, see 4e.)	600,00	0,00
2e)	Facilitate and support existing (4) Working Groups and Task Forces	825,00	4.000,00
3a)	Actively participate in EU - Green Week (if possible, in joint partnership with another environmental institute)	1.425,00	1.000,00
3d)	Create a direct communication line with DG Environment	1.200,00	0,00
4a)	Organise & facilitate General Assembly - meetings	2.700,00	2.500,00
4b)	Administrative support of the organisation	2.400,00	0,00
4e)	Focus on existing Member Associations / Evaluate, Support & Facilitate on what MA's want to get out of ENEP	825,00	1.500,00
4f)	Optimize the internal structure & management of ENEP and its Network	225,00	0,00

Table 2: Estimated expenditures in 2014.

4. Impact on human resources

Table 3 summarises the different number of days of the paid staff and volunteers of ENEP per scenario.

Nr.	Actions	Manpower-days (8 h./d.)			
		P.O.(*)	Coord.(*)	ExCo	Other(*)
1b)	Develop ENEP-Platform ² , the next Platform (integrated into the new website) on which our Professionals can interface.	3	2	1	5
1d)	Promote ENEP-Platform ² and website in order to increase the use of it by individual professionals within the Network	4	1	0	10
2a)	Website & Platform (content) management	2	2	1	5
2b)	Producing and issuing periodicals	12	2	2	3
2d)	Define, create & facilitate a Target Service Club (in relation to a target request from our Member Associations, see 4e.)	2	0	2	0
2e)	Facilitate and support existing (4) Working Groups and Task Forces	2	1	2	0
3a)	Actively participate in EU - Green Week (if possible, in joint partnership with another environmental institute)	4	1	2	3
3d)	Create a direct communication line with DG Environment	4	0	1	0
4a)	Organise & facilitate General Assembly - meetings	5	5	5	5
4b)	Administrative support of the organisation	3	5	3	5
4e)	Focus on existing Member Associations / Evaluate, Support & Facilitate on what MA's want to get out of ENEP	2	1	10	8
4f)	Optimize the internal structure & management of ENEP and its Network	0	1	4	0

Table 3: A summary of the manpower in days under a specific scenario.

Annex 1: Task assignment among ExCo members

Task		Lead	Back-Up
A.	Finance and Budget	Herman	Bruno
B.	Human Resources	Adam	Herman
C.	ICT	Mario	Adam
D.	PR & Communication	Adam	Mario
E.	Direct Marketing & sponsorship	Elisa	Kristof
F.	Member account management /new members	Elisa	Bruno
G.	Legal & Administration	Herman	Kristof
H.	Working Groups / Task Forces	Bruno	Mario
I.	Targeted Services	Kristof	Elisa
General management of ExCo		Kristof	All