



ENEP SWOT Analysis

Our Strengths	Our Weaknesses
<ul style="list-style-type: none"> • Leading institution in the field • Full UK coverage (i.e. England, Wales, Scotland, NI) and Ireland • Cross-sector membership • Independent voice • Low membership fee • Publications and guidance • Joint activities with other bodies • High international profile • Working Groups • ENEP platform 	<ul style="list-style-type: none"> • Limited coverage with members absent from several countries • Issues with communication (Working Groups, GA Members) • Low political influence • Low public awareness of the Environment as a profession • Limited income and insufficient Financial resources to support Full-time staff • Excessive dependence on the voluntary efforts of a few individuals
Opportunities	Internal/External Threats
<ul style="list-style-type: none"> • More meetings with Commission officials • More meetings with MEP's • More joint events and badged conferences • Working Group events to better engage stakeholders and client groups • Broader marketing of what ENEP is generally • Need to clarify what organizations and their members will get from ENEP • Accreditation and competency certification across Europe • More public face for President and ExCo members • Press releases on ENEP positions (and a clear process for preparing them) • Promoting recognition of Environmentalists as a profession • Apply for EU funding under Life+ and other relevant programmes 	<ul style="list-style-type: none"> • Recession and budget cuts • Unemployment for Environmental Professionals • Membership reduction • Loss of momentum and initiatives