



COMMUNICATION PAPER

Introduction

The purpose of this Communications Paper is to present some ideas to improve the communication among Member Associations in ENEP. Possible outcomes from this document should be discussed and agreed at the ENEP General Assembly, taking place the 6th-7th September 2012 in Brussels.

Strategic Objectives

In order to fulfill the Vision of ENEP, which is ***to be the leading organization for all Environmental Professionals across Europe***, the following objectives need to be met:

1. *exchange of knowledge, information and experiences between members;*
2. *encouraging co-operation and contacts between the individual environmental professionals who are the members of the organizations within ENEP;*
3. *promoting training and development of skills across a broad spectrum of European environmental issues;*
4. *instigating co-operation between Professional Environmental organizations;*
5. *promoting the role of the Environmental Professionals in society at large;*
6. *advising on and disseminating information on EU Legislation and its implementation;*
7. *providing, either itself or through its members, conferences and seminars on relevant environmental issues;*
8. *developing common standards of excellence, competence and good practice;*
9. *raising public awareness of current environmental issues across Europe;*
10. *contributing to the development of environmental policy within the EU and other appropriate bodies.*

Current Status

At present, ENEP sees communication occurring primarily among the ExCo and:

- i) General Assembly Members;
- ii) Working Groups representatives;
- iii) Secretariats.

However all of the above interactions are limited in time ((e.g. i) occurring twice a year; ii) few times a year and iii) sporadically). Hence the ExCo faces a great deal of decision making often without having a channel to communicate or quickly receive information from Member Associations.

Our great limitation is that ENEP has not access to directly communicate with the 45000 Individual Members, hence ENEP cannot insure that the communication is bi-directional or reaches the Individual Members.

Moreover ENEP has a bespoke tool that allows communication among the Member Associations and Individual Members, called the ENEP Platform. This tool has been considered extremely positively by EU LIFE+ assessors in 2011, and was defined as “new and novel”. However it is well known that only a small number of the 45’000 Environmental professionals in ENEP uses the Platform and, in extreme cases, knows about it.

Below a series of possible solutions to improve communication among the Network are presented. The ideas that can be found are:

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- **MAKING INDIVIDUAL MEMBERS AWARE OF ENEP PLATFORM AND ITS POTENTIALS**

ENEP Platform is different from any other social network and it is tailor-made for environmental professionals among ENEP. It provides a dedicated classification tree of expertises and skills, which are added dynamically to a standard ENEP CV format; a powerful search engine; the chance to store information about Projects & Publications; a full control on the visibility of personal and professional info.

<p>DESCRIPTION:</p>	<p>To fully use all of the ENEP Platform potentials more needs to be done to reach out the individual members.</p> <p>Some suggestions to pursue this objectives are presented below:</p> <ol style="list-style-type: none"> 1. discover what is the preferential channel that Member Associations use to get in contact with their members and share information with them. Once this is known ENEP should use it; 2. create a Working Group for Secretaries based on to improving the communication in the network; 3. share more frequently information on the ENEP Platform to Member Associations and ask to disseminate, in order to increase the visibility of the online tool. 4. ask Individual Members to write blogs/forums on topics of particular interest for them, so that the motivation could be a drive. Disseminate the information through the Platform.
<p>FREQUENCY¹</p>	<ol style="list-style-type: none"> 1. This can be done yearly, just to make sure that the email addresses are updated and the communication channel is the most used;

¹ The numbering refers to the items in the Description section.

	<ol style="list-style-type: none"> 2. A working group could meet twice a year (even only in video conference); 3. Information about the ENEP Platform should be circulated a minimum of 3 times a year; 4. As frequent as the Individual Members desire.
OUTCOME	<ul style="list-style-type: none"> - More flow of information in ENEP; - Inclusion on the processes of ENEP of key figures as the Secretariats of each Member Associations; - Knowledge sharing and co-operation implementation.
RISK (R)/MITIGATION (M) ¹	<ol style="list-style-type: none"> 1. R) Not many Member Associations will share their own information channels for privacy reasons; M) Explain the relevance of this action to the Member Associations; stress that it will not be a frequent exercise (2-3 times a year) and it would benefits their Individual Members. 2. R) The Secretariats see this as a time consuming and costing effort; M) Explain that it will take up very little time (not more than twice a year) and it will probably happen in videoconference conference for limiting the costs. 3. R) That the Member Associations will see this a bother for their members; M) Explain that for the benefit of their Individual Members there need to be more interaction among Member Associations. 4. R) Member Associations will not advertise this initiative to their Individual Members or Individual Members will find this too time consuming; M) Explain that the effort to create a blog/forum can be up to the Individual Members and only motivated by the interest of these.

DELIVERY	If coordinated all of the 4 activities presented in the Description could be delivered by Autumn 2013.
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- ***STATUS REPORT from MEMBER ASSOCIATIONS***

A Status Report is intended as a brief communication from each Member Association about most important activities that have been carried out to share with the network. This could be a starting point for discussion or co-operation.

DESCRIPTION:	<p>The status reports should be based on recent relevant activities that the Member Associations have carried out.</p> <p>Hence, it will need to be translated in English (no more than 2 pages). The details of the person in charge of the project should be available, so that direct contact can be made.</p>
FREQUENCY	<p>It could be either presented at the GA (as 2 minutes introduction by every association at the beginning of the session), or uploaded every 6 months onto a blog/forum or onto the ENEP website.</p>
OUTCOME	<ul style="list-style-type: none"> • Obtain information on the activity of the Member Associations of ENEP; • Increase the direct interaction among individual members.
RISK (R)/MITIGATION (M)	<p>R) Few of the member association see the benefit of this activity</p> <p>M) Explain that this is useful to: i) increase communication; ii) shear up to date knowledge; iii) facilitate more interaction among individual members.</p>
DELIVERY	<p>The ideal delivery would be twice a year in one of the following formats:</p> <p>GA → Outcome for only the GA representatives. It needs to then find a channel to reach the Individual Members of every association;</p> <p>Platform→ The Status Report could be made available onto the Platform in a specific section, which Member Associations and Individual Members</p>

	<p>could easily access;</p> <p>Website→ It is readily available to everyone. It needs to reach association;</p> <p>Secretaries→ for dissemination to the members.</p>
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- **OPEN-DOOR POLICY**

Allowing Member Associations to communicate directly with the ExCo is the main focus of the Open-Door policy: this should include suggestions, complains or encouragements to follow a particular direction.

DESCRIPTION:	<p>The Open-Door Policy means allowing more communication (bottom-up) to reach the ExCo.</p> <p>This could be done by setting a channel directly on the Platform for suggestions or complains (if it would help increasing the communication, this could also be done anonymously).</p>
FREQUENCY	As frequent as Member Associations would desire (e.g. twice a year). The outcome can then be discussed at the General Assembly.
OUTCOME	<ul style="list-style-type: none"> - Include more Member Associations and Individual Members in the decision making of ENEP. - Create a direct link with Member Associations and Individual Members. - Take on board other ideas from a larger group than the ExCo.
RISK (R)/MITIGATION (M)	<p>(R) No input will come from Member Associations.</p> <p>(M) Explain the benefit of acquiring direct opinions from Member Associations.</p> <p>(R) Too many much work to select and screen the information coming from Member Associations and Individual Members.</p> <p>(M) Select only the most relevant contributions, which are constructive and help toward making ENEP a stronger association.</p>
DELIVERY	At least twice a year for every Member Associations, but can be more.

- **INTEREST THE INDIVIDUAL MEMBERS BY MEANS OF DISSEMINATION OF EU LEGISLATION**

An important outcome of the ENEP Members Survey was the interest by many on EU Legislation.

DESCRIPTION:	<p>Increasing the flow of information on EU Legislation on specific topics of interests for the Individual Members could mean to start interactions among Member Associations, working on similar fields.</p> <p>A “Common Expertises among ENEP” survey is being currently carried out and it would help narrowing down the areas of interests of the Member Associations.</p> <p>Once this is done, ENEP could create a Channel in the Platform or Website that allows sharing information of the subjects. Forums/blogs should always be created on the specific topics, where Environmental Professionals can share opinions and common expertises.</p>
FREQUENCY	As frequent as the Bulletin.
OUTCOME	<ul style="list-style-type: none"> - Co-operation among Member Associations; - Knowledge sharing; - Best Practice delivery;
RISK (R)/MITIGATION (M)	<p>R) The information would be too superficial due to ENEP lack of funds for more in depth research;</p> <p>M) Member Associations can pay for more detailed investigation to be done (see VMx Proposal).</p>
DELIVERY	<p>The delivery of legislative information with frequency similar to the bulletin could be obtained before the end of the year. This should reach everyone of the Member Associations.</p> <p>If a more in depth analysis is required, and a Member Association is willing to sponsor this activity, the outcome should be available for all the Individual</p>

	Members of this association. Other ENEP Member Associations might obtain the information after paying a certain fee.
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References

Joseph, Chris. “Techniques for Improving Communication in an Organization”. Chron.com. July 23, 2012, <<http://smallbusiness.chron.com/techniques-improving-communication-organization-161.html>>.

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