

## **Report on the first EFAEP Task Force meeting on Funding on July 30 in London**

(final version, 5.8.2004)

### **Preliminary remark**

The EFAEP Task Force on funding has been established at the General Assembly in Brussels in June 2004. The assignment was to “investigate the fund raising possibilities in order to raise the necessary money to have full time staff in Brussels as soon as possible”. The Task force has met for the first time in London on July 30. After a short discussion it became obvious that the focus was to narrow and the issue of funding could not be analysed without including a number of other issues (current and potential future products and services, expectations of the member organisations and individuals, etc.). Consequently the Task Force took the liberty to propose a broader approach and suggest to develop and implement an action plan covering a wider range of activities related to financial and non-financial resources as well as creating the necessary prerequisites.

### **Financing of EFAEP – what do we need the money for?**

- We want to run the organisation more professionally to deliver better services to our members and our profession and to raise the profile of EFAEP.
- Funding for projects (e.g. via the EU) is only financing activities with a specific project. Therefore this kind of financing does not lead by definition to staff working for the benefit of EFAEP, but they might kickstart activities which are beneficial for EFAEP and leave afterwards useful elements (e.g. a database on environmental professionals as a part of a funded project will place it at EFAEP’s disposal afterwards).
- A basic funding can only be based on membership fees and additional services for our members and other individuals
- Whatever services and projects EFAEP would participate in: EFAEP may not enter into competition with member organisations or individuals.

### **EU-Funding – is it an opportunity?**

As we have explained before, any funding received via a European Project covers only costs relevant for the project and only costs which actually occur (if EFAEP has no personnel, we can charge any costs in that category!). Everything else would be illegal. But there are other important considerations before entering into proposing a project:

- The European Union offers a great variety of different schemes and programmes to support the implementation of their policy. Environmental activities themselves are funded within numerous programmes which have all different rules and regulations. However, one rule is in common: You can only ask for a support within existing programmes, you need to respond to call with deadlines or cut-off dates. Therefore EFAEP (or a small group within EFAEP) needs to monitor carefully which calls might contain opportunities for EFAEP.
- EFAEP would only take part in projects with a clear added value for EFAEP and/or its

member organisations and/or the individuals within our profession. But first of all there has to be a clear benefit for the European Commission, e.g. a contribution to implement or improve their policy.

- Tenders are different from calls, as the Commission wants to “buy” a well specified service. This could be something interesting for EFAEP, but the Task Force refrains from this idea as there is already a strong competition and our competitors are likely to be members of our organisations.

### **Core elements of an EFAEP Action Plan**

During the discussion the following topics have been identified where actions should be taken. These could be the first elements of an action plan for EFAEP with clear objectives, related activities, responsibilities and deadlines.

#### **1. Broadening the membership**

A growing membership is a prerequisite for sustainable financing of EFAEP. The long term goal should be to cover the Europe and to have more than one association from each country wherever possible.

**To be put into action by the Task Force/ExCo:** Standard PowerPoint presentation and other elements to address candidates for membership, list of potential new members in countries already covered by EFAEP (minimum two per country), list of potential new members in countries not yet covered by EFAEP, proposal for a concerted action to win new members

#### **2. Trainee in Brussels**

A full time staff has serious financial implications which are unlikely to be solved within a short period. However, trainees might very well be able to fill a gap for a certain period.

Having trainees in Brussels for a period of up to six month is a normal case and interesting candidates should be attracted by the possibility to help establishing a European association.

**To be put into action by the Task Force/ExCo:** Examination of the costs, legal implications and other prerequisites, developing of a proposal how to realize this measure in the short term, development of a proposal for the responsibilities, ways of coaching and supervising the trainees etc.

#### **3. Questionnaire**

Currently only a very limited number of individuals has been involved in EFAEP.

Consequently we can only guess what our members expect from EFAEP. A better knowledge about the expectations and the services needed by our members helps focussing on priorities and makes their active involvement easier. Therefore the Task Force proposes to produce a questionnaire (electronic) which will be distributed widely among our members. A first evaluation would be presented at the meeting in December and member organisations will be encouraged to follow up on these findings by discussing the findings within board meetings etc. to gain additional information.

**To be put into action by the Task Force/ExCo:** Draft for a questionnaire and a proposal how to make the survey in order to deliver first results until the meeting in Lyon in December.

#### **4. EU survey on funding opportunities**

Taking into account the remarks above EFAEP needs to monitor carefully the relevant calls of

the European Commission to check if there are promising possibilities for a joint proposal of some EFAEP members and EFAEP itself. Of course the participation in projects which are prepared by third parties are always worthwhile consideration.

**To be put into action by the Task Force/ExCo:** Monitoring of the relevant programmes and calls, identification and involvement of a number of people within EFAEP (3-5) which are willing to check the programmes calls with respect to the activities EFAEP and its members could contribute, timely information on and evaluation of the calls.

## 5. Database

During the discussion the database has repeatedly been seen as a key element: it could be the results of a EU project, it can be the selling point to get future projects, it can attract company sponsoring, drive PR activities, provide input for consultations and lobbying etc. Therefore putting into action the database is considered an important step forward.

**To be put into action by the Task Force/ExCo:** Dominique Bernard will check the possibility to realise the database within a project proposal which will be presented to the French Government which would then ask for EU-funding. If this possibility ceases we will continue according do the decision of the General Assembly.

## 6. New Products and Services

Currently EFAEP offers a number of activities (e.g. conference participation, web page, newsletter, EU issue tracker). Developing new/additional services and adopting the existing ones will always be on the agenda. However, against the background of financing the running business of EFAEP and with the help of the results of the questionnaire the Task Force felt that it would be important to have basic analysis what kind of services and products would be possible for EFAEP and which potential they contain to co-finance the organisation.

**To be put into action by the Task Force/ExCo:** Analysis and draft proposal of potential services and products with a positive financial impact (direct or indirect).

## 7. Company Sponsorship

The sponsorship from companies offers interesting opportunities from EFAEP. Potential candidates can either be companies where EFAEP members are in a position to provide this additional support or otherwise companies which see a certain advantage in being linked to EFAEP (Remark: EFAEP has deliberately excluded cooperate membership in its statutes). Before contacting potential sponsors we have to work out what we can offer, which activities or companies we would not want to support and which means we can use to identify, contact and convince these sponsors.

**To be put into action by the Task Force/ExCo:** Draft proposal how to deal with corporate sponsorship and how to implement the necessary activities.

## 8. PR-Activities, News on the web

Being an active organisation is one thing, but letting people know what's going on is something different. The EFAEP Newsletter and the webpage are currently the only PR-instrument we use. Especially the possibilities the EFAEP web page offers are rarely used. But every organisation can easily contribute news, articles etc. The goal should be that every member organisation puts in average one article per month on the EFAEP webpage. In addition there should be a clear activity plan for PR activities and a responsible person to deal with this.

**To be put into action by the Task Force/ExCo:** Draft proposal on a PR-strategy and tools to use, commitment of the EFAEP members to contribute on a regular base, selection of a person responsible for the co-ordination and the triggering of PR activities.

**9. Lobbying/response to open consultations of the commission**

A main objective of EFAEP is to contribute with its expertise to better European legislation in the field of environmental technologies. This means a timely and well coordinated response to upcoming consultations of the European Commission, position papers on draft directives etc. as well as talks with members of the Parliament and the relevant institutions in the member states (Council of Ministers). Due to the changes in the European Commission the situation is currently rather calm, but at the beginning of 2005 the output of the Commission will grow again. EFAEP has to develop a clear understanding how to select the right topics, how to organize the response, how to involve a larger number of the relevant experts etc.

**To be put into action by the Task Force/ExCo:** Draft proposal how to deal with the issue of lobbying.

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**Members of the Task Force:**

Tim Bines (chairman)

Mike Barker

Dominique Bernard

Jörg Niehoff